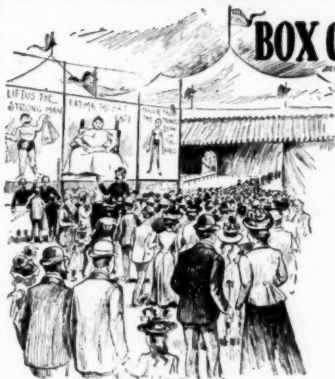


NEW HAMPSHIRE
AUG 31 1900
PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXX. NEW YORK, MARCH 28, 1900. No. 13.



BOX OFFICE RECEIPTS

"I early learned by experience that big receipts at the ticket wagon followed big advertising expenditures."

— W. C. Coup, Barnum's old partner and owner of the famous W. C. Coup Shows, in "The Saturday Evening Post."

This was never truer than it is to-day. Pages and half-pages are the rule. Why? THUNDERATION! It's because they pay. It's DOLLARS for dollar.

Your advertising will pay you biggest in the biggest circulation.

**TALKING
IN
PRETTY
FIGURES**

201,324.

The circulation of "The Record" on Saturday, March 17, 1900, was 201,324 copies, distributed as follows:

By carriers.....	73,973
By agents.....	115,489
By mail.....	9,577
Office sales.....	2,286
Total.....	201,324

The Philadelphia Record

circulates on an average 106,000 copies a day. Many publishers would force this over 200,000. We prefer to *GROW* over that. That is why this newspaper pays its advertisers.

One and one-third millions a week — SWORN.

THE RECORD PUBLISHING CO., Philadelphia, Pa.

Advertising Did It!

OFFICE OF

The Evening Record.

WELLSVILLE, OHIO, March 15, 1900.

PRINTERS INK JONSON, New York.

Dear Sir: I have been reading your forceful advertisements in PRINTERS' INK for five or six years. I long ago made up my mind that if I ever became a newspaper manager or proprietor I would give you an order. I am now part owner of the *Record*, and if you will send me your price list I will send you a small order for news inks by return mail.

Yours very truly,

JAMES NOLAN, Editor.

My first advertisement appeared in PRINTERS' INK on January 15, 1894, and I have missed only one issue since then, omitted by mistake of the printer. My scheme was entirely original, and at first was looked upon by my competitors as the work of a fool. The idea of asking printers to pay in advance seemed preposterous, but I proved by my arguments that the printers who paid their bills helped to pay for the dead beats, and that where one man paid six cents a pound for his ink, another was charged twelve cents for the same identical stuff—and poor stuff at that. I issued a net price list and had no alluring discounts to offer. My terms were the same to every one—cash in advance. I turned down orders from houses that were worth hundreds of dollars to my pennies, simply because they did not send the money with the order. I showed no specimens, but agreed to match any shade or grade of ink that was ever manufactured. I never employed an agent nor left my shop to talk ink. How well I have succeeded is shown by my having filled over 60,000 orders from 8,000 different concerns, situated in all parts of the world. Send for my price list.

ADDRESS

PRINTERS INK JONSON,

13 Spruce St.,

New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXX.

NEW YORK, MARCH 28, 1900.

No. 13.

FURNITURE.

HOW A CHICAGOAN SUCCEEDS AT
ADVERTISING IN SPITE OF THE COM-
PETITION OF DEPARTMENT STORES
—THE VALUE OF REPUTATION—
THE ADVERTISING SEASON—AN
EXPERIMENT THAT FAILED—EVEN-
ING JOURNALS BEST—THE
SMALL ADVERTISER'S DIFFICULTIES
—WANAMAKER'S ADS AN AID.

In these days when the department store bogie man is supposed to be devouring all the little children who confine themselves to one line of merchandising it is a pleasure to observe the methods of an advertiser of a single line of goods who has carved out for himself a conspicuous niche in the walls of the great house of commerce and holds it without fear of the Goliath. Such a case always points out a way by which others may gain a degree of the same security.

H. E. Scholle & Co. sell furniture at retail in Chicago in a neighborhood where furniture houses abound and within a few steps of some of the biggest department stores in the United States, but they pursue their way as unconcernedly as though they were a thousand miles from competition, instead of in the very vortex. Their methods make it possible for them to do this, just as somewhat similar methods may, in the course of time, enable any dealer to stand equally secure.

THE VALUE OF REPUTATION.

H. E. Scholle began his career in a furniture factory; he knows his business from the bottom up, and when he embarked in the retail way he resolved to carry a stock no item of which should be open to reproach. The result is that at the present time furniture dealers everywhere acknowledge the merit of the goods he shows, and so do many buyers. This

doesn't mean that Scholle & Co. carry nothing but high-priced furniture. It simply means that whatever they offer is honestly worth the price; that every article is as good as that amount of money will buy; that there is in their goods honest material and honest workmanship; nothing "shoddy" is tolerated. Now, such a reputation is a great thing upon which to base advertising, and so Charles H. Scholle says they found it when they began the use of newspaper space.

THE ADVERTISING SEASON.

"We do not find that advertising pays us all the year around," said Mr. Scholle, "but at the season when people are most apt to buy furniture we find it an indis-

Scholle's Good Furniture

BRASS BEDS.

This store

*Has come to be known as
Brass Bed and Iron Bed
Headquarters.*

WE SELL THEM AT MANUFACTURERS PRICES.

The Mattresses and Springs for them—as we make them—are *applied styled luxuriously.*

Brass Beds.....\$17.00 to \$100.00
Iron Beds.....\$3.50 to \$28.00

H. E. SCHOLLE & CO.,
WABASH AVE. Bet. Adams and Jackson.

pensable adjunct to our business. We employ no other methods of reaching the public than the daily papers and use the best of them two or three times a week for

three months in the spring and again in autumn. We make it a study to avoid exaggeration and anything else which might lead to disappointment on the part of those who read our ads.

AN EXPERIMENT THAT FAILED.

"At one season we felt that perhaps trade was so active that advertising might be unnecessary, and we withdrew from the papers for two weeks, with the result that sales at once fell off. When we resumed, business began again as before. In these days it is frequently remarked that 'trade follows the flag'; it certainly follows our flag as it is flown in the newspapers, even if we never quote 'bargains.'

EVENING JOURNALS BEST.

"Our favorite journals? We hardly have such. Chicago has several of the best newspapers in the world and we can't use them all. We use the *Tribune* at certain seasons and the *Times-Herald*. The former is without doubt one of this country's most influential journals, but we are partial to the latter because of its unexcelled typography. Our effort is to reach the women and we like an evening issue for that. The evening paper is nearly always carried home and thoroughly read, whereas the morning paper is more apt to be carried home and thrown away after a hurried perusal on the cars. That is one reason why we have derived greater benefit from our use of the *Post* than from the *Record*, although the latter has the largest morning circulation in the city and the former the smallest of the evening issues. We constantly marvel that the advertisers of the better class of goods in all lines do not make larger use of the *Post*. It reaches just the class of readers whom we wish to interest, and we know that we do attract them through its use.

SMALL ADVERTISER'S DIFFICULTIES.

"To advertise successfully in the crowded columns of a great newspaper, the user of a small space must put great care upon the preparation of his copy. Pretty nearly any one, it seems to us, should be able to get readers for half-page and page ads, but when it comes to making people read a

fifty-line ad it is a much more difficult matter. Most of our ads contain a cut and we find it worth while to have it a good cut. This made it rather expensive at the

Scholle's Good Upholstering.

Until you have
slept on a

SCHOLLE
GOOD HAIR
MATTRESS

you have not
known

PERFECT
REST.



We ship them to the four corners of this country. We would like to make one for YOU.

Prices Range from \$12.50 to \$30.

H. E. SCHOLLE & CO., 222 Wabash-av.
BET. ADAMS AND JACKSON.

start, but now we have accumulated a stock of illustrations most of which we can use at intervals. As for the text, we place that in the hands of an advertising writer and then go over it after him. We find that no man outside our store can write announcements thoroughly in accord with our idea of what our business requires.

WANAMAKER'S ADS AN AID.

"Wanamaker is our guide to good advertising. His advertising is the best we ever see, but it certainly is too high-class for the average department store. It would not do for many in Chicago. But we make constant clippings from it and file them for reference."

H. B. HOWARD.

ONE NEWSPAPER'S FEAR.

It is estimated that the loss in advertising to newspapers and magazines by the organization of trusts during the past two years is over \$25,000,000 per year, and if the tendency to combine industrial interests in the trust form continues, newspapers and magazines will have little more than their local advertising patronage to draw upon for their sustenance, for the income from circulation in these days is often less than nothing.—*Dixon (Ill.) Sun.*

ADVERTISING THE "JONES UMBRELLA ROOF."

By J. W. Schwartz.

The representative of PRINTERS' INK called upon Mr. Joseph A. Jones recently, at his factory, 91 Walker street, New York, to obtain, as he believed, a good advertising story. Mr. Jones is the patentee of the Jones Umbrella "Roof," made familiar by the advertisement which he has run in the magazines for seven months past. The result of the call follows:

Mr. Jones enthusiastically reverted to the fact that about three months after his advertisement

stock, and we already have a number of such upon our books."

"When did you patent the idea?"

"As early as 1895."

"But you only adopted advertising within a year?"

"Oh, no. We advertised from the outset. But only in trade journals. We did not recognize the power of general advertising for our wares until lately. This came about through the fact that whenever I showed this cover to anybody, the comment was, that it was an excellent idea for universal use. Besides, we always felt that the retailer had the best end of it, and was making more profit out of

The Jones Umbrella "Roof"

Put on in
One minute.
No Sewing.

Fits any
Frame.

\$1.00
for a new
UNION
TWILLED
SILK
Adjustable Roof

COVER YOUR OWN UMBRELLA

Take the measure (in inches) of your old umbrella: count the number of outside ribs; state if the centre rib is of steel or wood. If you cannot get the Jones Umbrella "Roof" of your dealer send \$1.00 to us (28 inch, \$1.25; 30 inch, \$1.50), and we will mail, postpaid, a Union Twilled Silk "Adjustable Roof." If not entirely satisfactory your money promptly refunded, including stamps you have used for postage. Booklet, "Umbrella Economy," with simple instructions necessary, mailed with your order.

THE JOS. A. JONES COMPANY, 77 Walker St., New York.

had been running, PRINTERS' INK reproduced it in its reading columns, with a word or two of comment. Said he:

"Do you know that that little notice, not intended as an advertisement, actually brought me in fifteen direct orders within a week or two, ranging from one 'roof' to a half-dozen or more, and I wouldn't dare to estimate how much additional business later on and indirectly?"

"Indeed? How did you happen to strike the idea, Mr. Jones, of a detached cover?"

"It was this way. My business for years had been that of umbrella supplies. I had always sold covers ready made up, but we had a great many demands for 'roofs' so constructed that no sewing was required, and we evolved our 'roof' as it is to-day. Lately even jewelry stores have begun to adopt our 'roofs' as goods to carry in

our product than we, the manufacturers, were."

"You advertised then to find a general market?"

"No; to create the demand."

"And what mediums did you select?"

"Leading publications of various kinds."

"For instance?"

"Our first selection was the Philadelphia Saturday Evening Post. It paid, and still pays. Then we followed up with the Puritan, Munsey's, Century and Cosmopolitan, and the Youth's Companion. Let me tell you about that. We published an advertisement in that medium on April 20. It has brought in replies almost every day since. I had so little faith in magazine advertising that I did not believe it possible to recover my money directly. This particular advertisement cost \$230. I have more than recovered my

money already, and there is every probability that it will yield me—directly, three times what I paid. I also now use the *Woman's Home Companion*, *McClure's*, *Collier's Weekly* and *Scribner's*. I was in some others also, but these are all now. My advertising already brings in orders from all over the world."

"What other kinds of advertising do you employ?"

"Supplementary literature profusely, but that is all. We are thinking of street cars and the elevated, the former especially. As for outdoor display, that may follow, but not for next season."

"You have only employed one advertisement as yet?"

"Yes; that is all. We found it such a puller that we have stuck to that one cut. Its drawing strength has surpassed all expectations."

"To revert; which have been your best mediums?"

"First, *Youth's Companion*; second, *Philadelphia Saturday Evening Post*; third, *Munsey's*."

"Can you give me proportionate returns?"

"We do not know them ourselves as yet. We are just systematizing—adopting a card index. This entails enormous labor now, but once we get it in order, a child could run it."

"Have you any idea of the proportion of inquiries to orders?"

"Yes; about four inquiries net one order."

"And what is your course with inquiries?"

"We follow up the inquiries with our booklet and sample swatches of our covers; then we send out our unsolicited testimonials."

"How often do you get up advertising matter, Mr. Jones?"

"We are turning out new matter continuously."

"Are you using fac-simile type-written letters?"

"To a great extent, finding them effective. And we are such enthusiastic disciples of advertising that in all our correspondence we inclose as much advertising literature as the postage will permit. We are in the umbrella business as well as the umbrella 'roof' business, and sell a full line of

umbrellas and walking sticks to the largest stores throughout the country. But though we began the 'roof' business as a side issue it looks as though that were going to be the main end."

"Does your advertising aid you in the establishment of agencies?"

"Yes; they are established by our traveling men, aided by the advertising we still continue in the trade journals."

"By the way, what is the significance of the word 'roof'?"

"We adopted it so that there should be no mistaking that we mean the covering of an umbrella, especially as distinguished from the outside cover. Besides it is distinctive, and I have had the phrase, 'The Jones Umbrella Roof,' copyrighted."

"And how many 'roofs' do you think you annually sell, Mr. Jones?"

"Our advertising has developed a sale that will average fully 500,000 of them a year."

"And you believe your success due to —"

"The simplicity of the device; to the quality of our goods; the popular prices, and we advertise nothing but the truth."

"Do I understand that all your testimonials are unsolicited?"

"All are voluntary. We have not solicited one; in fact, most of our testimonials come in with an additional order."

The foregoing interview was given a long time ago. At the request of the umbrella firm its publication was indefinitely delayed. In the interval the concern failed. However, it is believed that the facts brought forth are none the less interesting on that account, and the interview is here printed with this explanation.
—[Ed. PRINTERS' INK.]

IN A NUTSHELL.

Neither art nor beauty, nor, indeed, any other quality whatever, can redeem an advertisement which doesn't get business. That is its reason for being. It has no other work or worth.—*Portsmouth (Va.) Star*.

CIRCULATION in big, strong publications costs less per thousand, is worth more per thousand, and has less waste per thousand than in small publications.
—*Criticisms*.

The Evening Wisconsin.

BULLS (C) EYE.

From Printers' Ink, January 3d.

THIS mark, familiarly known as the bulls eye (C), is used in the American Newspaper Directory to indicate that advertisers value the paper so designated more for the class and quality of its circulation than for the mere number of copies printed. From Webster's Dictionary one may learn that among the old alchemists gold was symbolically represented by the sign (C).

This symbol is at present accorded to but few papers. Below is a complete list. It is probable that there are others equally deserving who have not yet had the merit mark attached. The editor of the Directory invites communications setting forth grounds to be sufficient to entitle a paper to receive this coveted mark of distinguished merit. Such communications are invited not only from the editors and publishers of the papers under consideration, but also from advertisers and others whose views may be supposed to be wholly uninfluenced by interested motives or warped by anything approaching a tendency to partiality.

Washington (D. C.) Evening Star.
Chicago (Ill.) Tribune.
Milwaukee (Wis.) Evening Wisconsin.
Indianapolis (Ind.) Journal.
Indianapolis (Ind.) News.
Louisville (Ky.) Courier-Journal.
New Orleans (La.) Picayune.
Lewiston (Me.) Journal.
Baltimore (Md.) Sun.
Boston (Mass.) Evening Transcript.
Springfield (Mass.) Republican.
Brooklyn (N. Y.) Eagle.
Buffalo (N. Y.) Commercial.
New York Evening Post.
New York Times.
New York Tribune.
Cincinnati (O.) Enquirer.
Philadelphia (Pa.) Public Ledger.
Providence (R. I.) Journal.
Charleston (S. C.) News and Courier.
Dallas (Tex.) Morning News.
Galveston (Tex.) News.
Richmond (Va.) Dispatch.



In connection with this office we have one of the largest and finest Printing Departments in the Northwest, our specialty being Catalogues and Booklets. Write for estimates.

The picture of the hoarding reproduced above and the following matter from a recent issue of the Chicago *Inter-Ocean*, make clear the interesting features of some church advertising recently contracted for in Chicago through the Gunning Company:

The South Park Avenue Methodist Episcopal Church, South Park avenue and Thirty-third street, has entered into brisk competition with the amusement houses. All the billboards in the vicinity of the church have advertisements in big letters announcing its attractions. The advertisement occupies a space twelve feet square, on each side of nearly twenty of the bulletin boards south of Twenty-sixth street and east of State. It is flanked by show bills and pictures of celebrated men, living and dead, proclaiming the virtues of five-cent cigars. The ballet girls on one side kick at it derisively and on the other "the best man that ever lived" puffs clouds of tobacco smoke towards it. But, oblivious to its strange surroundings, the South Park Avenue Methodist Episcopal Church advertisement continues to proclaim, night and day, that it has William A. Burch for pastor and that those who deny the cigar and turn their backs on Twentieth century maids in short skirts to enter its portals will hear "Strong Preaching," "Excellent Music" and be sure of a cordial welcome.

"Yes, we have begun to advertise in a small way," said Dr. Burch to the reporter.

"In a small way, Doctor? Some of those letters are three feet high and good fat ones at that."

"The advertisements are large enough, what there is of them," replied the pastor with becoming gravity. "What I meant to infer was that we are not as extensive advertisers as we should be. The church cannot afford to lie dormant and trust to Providence to fill its pews. I believe in advertising.

No business can prosper without it and if our advertisement is flanked by vaudeville pictures the church will not be harmed. I am not sure but that is the most practical way of elevating the stage.

"I am in favor of putting a display advertisement of our church in all the daily newspapers. Not exactly in the amusement column, but next to it. I believe if all the churches would do that the results would be excellent."

Mr. Burch said it was too soon to judge of the effects of bulletin board advertising on his congregation, as the signs were only now being completed. They will be kept up six months and if the venture proves satisfactory will be continued. He also hopes for such good results from this innovation that his church will be ready to adopt his plan for newspaper advertising.

THE ADVERTISING SOLICITOR.

The advertising solicitor of to-day must be a man well informed. He must not only know the field in which he is working, but also be well posted in the events of the day, as a discussion of them is often of assistance in leading up to the subject of advertising. No intelligent business man cares to talk with a nincompoop. If the solicitor has brains and a pleasing presence he can secure an audience where another would fail utterly. Solicitors employed by the best periodicals are picked men. They make large incomes, many from \$5,000 to \$10,000 a year. It usually takes years of hard work to obtain the experience necessary to earn these large amounts, but instances are on record in which a solicitor has reached this point in a single twelvemonth. The most successful solicitors are those who started in when young under the direction of experienced managers and worked up a line.—*Fourth Estate*.

NERVE in advertising implies the possession of sufficient wisdom to see the advisability of spending one dollar to make two.—*Bates*.

THE THIRD SUGAR BOWL.

SOME COMPETITORS ELIMINATED.

In the issue of PRINTERS' INK of October 11th of last year the announcement was made that a sterling silver Sugar Bowl would shortly be awarded by PRINTERS' INK, the Little Schoolmaster in the Art of Advertising, to that daily newspaper printed east of the Mississippi River, but outside of the cities of New York and Chicago, that gives advertisers the best service in proportion to the price charged. The comparison was the third in a series instituted for the purpose of discovering and making conspicuous the papers that are most likely to pay adver-

show the third competition has evoked an amount of interest and called forth a number and class of competitors which those which preceded it, interesting as they have been, could not boast. The list on this page gives the names of all daily newspapers which have either expressed an opinion that they were eligible for a place in the comparison or have at some time during the contest been considered eligible, with the circulation ratings given them in the March, 1900, issue of the American Newspaper Directory and their rates in cents per line per thousand of circulation, based upon the circulation named.

Letters from the *Boston Post*

Lowell (Mass.) Sun.....	14,315	.0006	1-16
Salem (Mass.) News.....	12,500	.0006	1-16
Scranton (Pa.) Times.....	14,093	.0008	1-12
Wilkesbarre (Pa.) Record.....	11,243	.0008	1-12
Paterson (N. J.) News.....	6,607	.0009	1-11
Philadelphia (Pa.) Record.....	185,992	.0011	1-9
Providence (R. I.) Bulletin.....	34,980	.0011	1-9
Rochester (N. Y.) Democrat & Chronicle.....	29,854	.0012	1-8
Syracuse (N. Y.) Herald.....	20,000	.0012	1-8
Cleveland (O.) Press.....	75,000	.0013	1-7
Cincinnati (O.) Times-Star.....	75,000	.0014	1-7
Indianapolis (Ind.) News.....	42,103	.0014	1-7
Newark (N. J.) Evening News.....	40,704	.0014	1-7
Philadelphia (Pa.) Evening Bulletin.....	112,970	.0014	1-7
Philadelphia (Pa.) Inquirer.....	165,978	.0014	1-7
Baltimore (Md.) News.....	33,268	.0015	1-6
Pittsburg (Pa.) Times.....	40,000	.0015	1-6
Washington (D. C.) Star.....	31,242	.0016	1-6
Toledo (O.) Blade.....	19,826	.0018	1-5
Buffalo (N. Y.) News.....	65,601	.0019	1-5
Providence (R. I.) Telegram.....	20,000	.002	1-5
Providence (R. I.) Journal.....	13,985	.0021	1-4
Memphis (Tenn.) Commercial-Appeal.....	21,716	.0023	1-4
Buffalo (N. Y.) Enquirer.....	20,000	.0025	1-4
Boston (Mass.) Globe.....	75,000	.0027	1-4
St. Paul (Minn.) Dispatch.....	20,000	.003	1-3
Atlanta (Ga.) Constitution.....	18,330	.0036	1-3
Buffalo (N. Y.) Courier.....	20,000	.004	2-5
Buffalo (N. Y.) Times.....	20,000	.004	2-5
Boston (Mass.) Post.....	20,000	.0062	3-5

tisers a profit on their outlay for publicity. Like its predecessors, this comparison of merit has brought forth letters or dissertations telling in what respects each paper believed it excelled. In this way a comparison of fields for advertising, of rates, of circulations valuable to the advertiser both from qualitative and quantitative standpoints, is secured. Comparisons which newspapers could not make without being credited with bad taste are not at all out of place when the object is the possession of a guerdon of which the proprietor of any daily might well be proud. It is interesting to note

show its issues for the year ending with February 1, 1900, to have been 123,812 and at its run of paper rate, twelve and one-half cents a line, this would make its rate per line for each thousand of circulation slightly less than one-ninth of a cent a line, the rate that will secure attention when prices are being compared. While the price a newspaper charges for its advertising space is not the only fact to be taken into consideration when the question is whether the service is cheap or dear, it cannot be denied that it is the dominating factor. One newspaper may charge twice as much for space as a con-

temporary and still be cheaper to an advertiser, when the high quality of its circulation and the character of its prestige and influence is considered, but that the same conclusion could be arrived at when the rate of one is twenty times as high as the other, would not be maintained with equal confidence even by an advertising crank whose monomania was quality. It is clear, therefore, that while due consideration must be given to the character of the medium itself and to the extent and class of the field it covers, the determination of which newspaper gives the advertiser the best service for the price charged, must hinge largely upon price. When the price is higher, it must be shown that this apparent disadvantage is offset by other factors. This is frequently difficult to show, because as a rule the newspapers of largest circulation possess in addition the lowest rates and an amount of influence and prestige that rarely falls to the lot of publications whose columns attract a smaller number of readers.

Perhaps a resume of what the various competitors have endeavored to show may best precede the exclusions from further consideration which follow in the present article.

In PRINTERS' INK of November 29, 1899, was printed a letter from the Salem (Mass.) *News*, wherein it claimed a daily circulation of 16,400 copies and stated that at its rate of \$30 for an inch a year, run of paper, its charge footed up to but one-seventeenth of a cent per line per thousand of circulation. It set forth that it had been published for twenty years at a cent a copy, consisted of eight to twelve pages of eight columns of twenty-two inches each, used a Hoe double supplement press, a complete telegraphic service, maintained eight local and twenty suburban reporters and circulated in thirty different cities and towns within a radius of fifteen miles, in which communities hundreds never saw another daily, it being so well known therein as to be called "the paper" instead of "the *News*." It claimed that in one town of 8,500 people it sold 2,000 copies and had no daily as compet-

itor; in another of 6,000 population it disposed of 1,300; in one of 7,000, 1,200; of 14,000, 2,300 copies. In each of these there was a salaried correspondent who, by gathering up the local items, made the *News* supply the place of a local daily, thus making it equal—to quote its own words—"to 5 (five) distinct dailies, at rates not exceeding what one of such dailies would charge." It concluded by disserting on the compactness of its territory, enabling it to reach the most distant points by six o'clock at night, and on the prosperity of its clientele. In the March 7, 1900, issue of PRINTERS' INK Publisher Damon endeavored to make assurance double sure by setting forth additional facts and arguments. He showed that there are 5,052 houses in Salem, but that the *News* sells about 7,500 copies in its birthplace, thus disposing of 2,500 copies more than there are homes; he also appended a list of towns wherein the *News* is sold and the number sold in each. He claimed that about 100,000 people reside in the territory covered by his publication, and as that would make approximately 20,000 families and he sells about 17,000 papers, he enables the advertiser to pursue his quarry with an ease attainable in few advertising fields. He compared his publication with the Newark (N. J.) *News*, claiming that his rates were one-ninth of that newspaper's rates. The arguments of the Salem *News* were of a convincing character. To begin with, its rate for advertising was the lowest of all the Third Sugar Bowl competitors; it covered its field with a thoroughness attained by few newspapers and, by the lack of competition, made the rate possibly even cheaper than appears upon the surface. That the domain covered is comparatively an insignificant one and is perhaps part of the field of the Boston dailies, is the only factor that may in the opinion of some countervail the arguments set forth by the Salem newspaper.

In PRINTERS' INK of December 20, 1899, the Rochester (N. Y.) *Democrat and Chronicle* claimed the Sugar Bowl upon the following showing of facts: A minimum

rate of three and one-half cents per line, with a daily average of more than 29,000 copies circulated—.001186 per line per thousand; circulation net, unsold copies not returnable; changes and use of cuts at option of advertiser; home circulation, small percentage of street sales; large circulation in counties of Monroe, Livingston, Steuben, Genesee, Orleans, Ontario, Wayne, Cayuga and Yates, both through mail and agents; circulation valuable to advertisers because among people who have wants and the ability to gratify them; general newspaper excellence, including a news service unequaled by any newspaper published in a city of less than one million population.

Of all competitors for the Third Sugar Bowl, the Boston *Post* has been most enthusiastic. In PRINTERS' INK of December 27, 1899, and February 28 and March 21 of the present year letters from this newspaper have been printed setting forth what it conceived to be its claims. In its first communication was included a sworn affidavit giving its circulation from day to day for November, 1899, which was claimed to average 136,165 copies per day; the circulation for a certain day was analyzed, showing the percentage going to newsboys, to newsdealers, hotels, mail, etc.—an interesting analysis of how one day's issue of *Posts* is divided. The concentrated character of the *Post's* circulation was expatiated upon, the claim being that considerably more copies of this newspaper are sold in Boston than there are houses in the city. "Its sales in Boston and vicinity," said the letter, "are regularly nearly twice as large as nearly all of its morning contemporaries combined and about equal to all of its evening contemporaries combined." The lowness of the rate, twelve and one-half cents per line, was dilated upon. Comparison with the rates of the *Salem News* was invited and the claim made that that newspaper's charge affords no fair basis of comparison with any Boston daily, because its \$30 a year charge for an inch space is made with the supposition that space is not to be changed daily

unless electros are furnished, and there is no call upon Boston newspapers for a similar rate, as advertisers do not do business with Hub dailies upon this every-day fixed space basis. An interesting contention made by the *Post* in this connection is that *Salem News's* lowest rate is not a fair basis of comparison; if it were, urges the Boston daily, the *Post's* own charge for situations wanted—three and one-half cents a line—should be pitted against it; on the other hand, the *Salem News* when granting position charges thirty-five cents an inch when electros are furnished, or forty cents if they are not, provided five hundred inches are contracted for, making the *Salem News's* rate at the electro charge approximately (with 16,400 circulation) one-sixth of a cent per line each thousand of circulation; the Boston *Post* charges twelve and one-half cents per line, with no extras for position, and it claims that when comparisons are made, these two rates are the rates that should be compared, giving the *Post* a rate of about one-ninth of a cent per line against the *Salem News's* one-fifth or one-sixth. All of which was interesting enough, but its effect spoiled to a great extent by the fact that an examination of the American Newspaper Directory showed that that publication accorded the Boston *Post* a letter rating of only 20,000 and had not for the last seven years been able to secure from the *Post* office information concerning circulation on which a satisfactory rating could be accorded. The editor of the American Newspaper Directory also made the comment that circulation ratings were not accorded upon the figures for a specified month, but for those of a whole year, which the *Post* was apparently unwilling to furnish. In PRINTERS' INK of February 28th a second letter from the *Post* was printed. In this communication a statement of circulation for every day of a year ending with February 1, 1900, was inclosed, claiming it to have averaged 123,812 copies per day. It was stated that the claim for the Sugar Bowl was not, however, based upon the figures of the year

past, but upon those of the present; and to this end those claimed for January by the *Boston Globe* and the *Boston Post* were taken and pitted against each other. Such an action, according to the *Post's* letter, would show that for advertisements without cuts or broken column rules the *Sunday Globe's* charges would be .00078 per line per thousand of circulation, the *Boston Post's* .00092, the *Daily Globe's* .00104; for with broken column rules, the *Boston Post's* .00092, the *Sunday Globe's* .00117, the *Daily Globe's* .00157; for with cuts or extra large type, the *Boston Post's* .00092, the *Sunday Globe's* .00156 and the *Daily Globe's* .00209; for with cuts or extra large type and broken column rules, the *Boston Post's* .00092, the *Sunday Globe's* .00156, the *Daily Globe's* .00314. This is on the basis of the *Globe's* claimed circulation, not on the 75,000 accorded it in the American Newspaper Directory. There was a certain cogency about all this, but the fact still remained that looseness existed about stating just what was meant by circulation; it was stated to "represent the real legitimate circulation of complete copies of the *Boston Post*," whereas what was desired was not to be informed as to the real legitimate circulation of copies of the *Boston Post*, but how many complete copies were printed to be circulated. In a letter printed in PRINTERS' INK of March 21st the Messrs. Grozier gave their attention to this point in a manner to make their meaning clear. "By circulation," they explained, "we mean the actual number of complete copies of the *Boston Post* printed by us in good faith to meet the demand of the public for the publication. White waste is not included." The only trouble was that printed spoiled copies were not excluded; it was claimed that in practice it was practically impossible to know how many were spoiled, save by computing it by weight, the percentage of spoiled printed waste being stated for each month in that letter so that it could be deducted if desired. This, it may be observed in passing, amounted to approximately one per cent of the issue.

It was decided that the *Post's* figures could be accepted for consideration and that newspaper has consequently assumed an exceptionally favorable position in relation to the possession of the Sugar Bowl, situated as it is in the most cultured city of the Western Hemisphere, with the bulk of its readers in that city, giving advertisers a rate less than one-ninth of a cent for space, having a circulation probably exceeded by only one newspaper in its city and giving position and other privileges to advertisers without extra charge.

In PRINTERS' INK of January 10th a letter from the Scranton (Pa.) *Times* was published. The *Times* asserted its circulation to be nearly 16,000 at present and claimed its lowest rate to be lower than that of any competitor, since it inserted want advertisements without any charge. Becoming serious, it stated its commercial rate to be sixteen cents a line, approximating in its estimate one-fourteenth of one cent per agate line per thousand of circulation. Among other facts to which it gave attention was that its thirtieth birthday had been reached last New Year's Day; that it was an evening newspaper of eight, ten and twelve pages and had run up to thirty-two pages the day before Christmas last; that it publishes each day a full telegraphic report, has a large corps of reporters in the city and special correspondents in every town in which it circulates; that it is distinctively a home paper—well indicated by the fact that before last Christmas it received and printed 7,000 letters to Santa Claus from little children; that it is accorded by the American Newspaper Directory the largest circulation in Pennsylvania outside of Philadelphia and Pittsburgh; that it is the only Scranton paper that swears to its circulation and prints each day the circulation of the preceding day; that it is the only Scranton daily furnishing detailed yearly circulation statements to the American Newspaper Directory, monthly statements to the list of the *National Advertiser*, and whose circulation is guaranteed by the Advertisers' Guarantee Company of Chicago,

after due investigation; and to conclude a list of convincing merits, that its circulation is as great as the other three Scranton dailies combined, a fact that the largest department store in Scranton recognizes by using space in the *Times* in the same proportion. As for Scranton as an advertising field, the *Times'* own words are compact enough to deserve repetition:

Scranton has a population of about 110,000; is the metropolis of the anthracite coal fields and business center of Northeastern Pennsylvania. In business activity has been likened to New York City. Its similarity to Pittsburgh is even more striking. Like Pittsburgh, it has gigantic steel and iron industries. Like Pittsburgh, it has its steel mills, locomotive works, drop forges, steel tired wheel works, nut and bolt works, glass works and like industries. It has the biggest stone dressing plant in the country. It is the headquarters of the great International Correspondence Schools, which have 150,000 students. Its lace curtain works are large. It rivals Paterson, N. J., in the silk industry, having fifteen silk mills, one the largest in the world. It has cotton and woolen mills, button factories, etc., etc. Scranton is a great railroad center, the Delaware, Lackawanna & Western, Delaware & Hudson, Erie & Wyoming Valley, and Central Railroad of New Jersey centering here. The *Times* covers this great city like a blanket, over 11,000 of its circulation being within the city limits. The balance of its circulation is chiefly in the Lackawanna Valley and in towns on line of the Lackawanna and the Erie & Wyoming Valley Railroad, including Carbondale, a city of 14,000 population; Pittston, a city of 15,000; Dunmore, 13,000; Olyphant, 8,000; Archbald, 6,000; Jermyn, 4,000; Dickson City, 4,000; Throop, 3,000; Lackawanna, 8,000; Avoca, 4,000; Taylor, 3,000; Honesdale, 3,000; Hawley, 2,500; Forest City, 3,000; Jessup, 2,000, and many other towns. I submit with due deference to the esteemed *Salem News*, that circulation in such a stirring community as Scranton is more valuable copy for copy than it is in such a constituency as the *Salem News* enjoys.

The showing that the *Scranton Times* makes is certainly worthy of some consideration. Its field perhaps is not as good as Boston or Philadelphia, but it covers it well and at a charge that amounts only to one-twelfth of a cent per line per thousand of circulation, if we base the rate upon the figures accorded in the latest issue of the *American Newspaper Directory*—upon which all comparisons in the present competition are being made.

In PRINTERS' INK of January, 17, 1900, the Indianapolis (Ind.)

News set forth its claims. It told how the *News* has long been recognized as the Indiana family newspaper; how with the exception of a few thousand copies, its total circulation is delivered by carriers to the homes of Indianapolis and the larger cities and villages of the State. "The *News*," said the letter, "is handled outside of Indianapolis by over 700 agents, covering between 750 and 800 towns and villages. The circulation in the city equals the paid circulation of all the other dailies combined. The *News* has over 300 correspondents and covers the news with such thoroughness as to make it a necessity, thus securing stability for its circulation. The *News* is a complete all day paper. Along with the steady growth of the circulation have come the 'want' advertisements, of which the *News* is the recognized medium for city and State. The average circulation for the month of December, 1899, was 48,608 copies, showing an average daily gain over the preceding year of 8,830. The *News* charges \$262.08 a year for one inch of space, taking run of paper. The average cost of advertising in the *News* per thousand of circulation is less than one-eighth of a cent a line, which fact, considered with that other equally important fact that it covers a territory where its influence and circulation unquestionably surpass that of all competitors, gives to the *News* an advertising value enjoyed by but few other papers in the country." It will be seen in the list published in the beginning of this article the rate of the Indianapolis *News* is estimated at one-seventh of a cent per line per thousand of circulation. It is a question whether, when we take into consideration the lowness of rates of certain newspapers which cover their fields as well or nearly as well as the *News*, it has a chance to win the Sugar Bowl, excellent as it may be in all respects.

In PRINTERS' INK of January 24, 1900, the Lowell (Mass.) *Sun* had a short letter, wherein it set forth that its average circulation for the twelve months ending December 31, 1899, had been 14,315

copies daily; that its average run of paper rate is \$40 a year for an inch, which makes the charge per line for each thousand of circulation, based on last year's figures, .00064, or about one-sixteenth of a cent, and that it covers its community, which is an excellent one, thoroughly, all of which is strictly true. An examination of the American Newspaper Directory showed that the paper is being constantly more highly appreciated in its native city, having had a circulation of only 7,918 in the year 1896. In spite of these obvious advantages, a doubt was expressed in the accompanying editorial comment, whether, in the final decision, they would give the Lowell Sun much of a "show" against papers with low rates, even if not as low, in such excellent centers of population, for instance, as Boston and Philadelphia.

In the Little Schoolmaster's issue of January 31st the *Commercial-Appeal* of Memphis had a letter, all of which is practically included in the following extract:

The circulation of the *Daily Commercial-Appeal* runs something over 22,000, that of the Sunday over 26,000, and the weekly over 60,000. It has always been the claim of the *Commercial-Appeal* that its paper has only a family circulation, both daily and weekly, and it is this that has given it such a high standing among advertisers. We believe that a paper circulated in a family is worth five papers bought on the street and thrown down after glancing at the headlines. The *Commercial-Appeal* does not sell over its counter over 500 papers a day, the balance being delivered to families. The paper circulates in the surrounding States, in Tennessee, Arkansas and Mississippi. All of the large retail dry goods people in Memphis use the *Commercial-Appeal* almost exclusively and they say the returns are five times and more what they get from any other.

In the editorial comment which followed, it was shown that the lowest rate of this newspaper is five cents per line, which on the basis of the 22,000 circulation claimed, would make the charge per line for each thousand of cir-

culation approximate a little less than one-fourth of a cent.

In PRINTERS' INK of February 7, 1900, the Wilkes-Barre (Pa.) *Record* put its best foot—all its feet are good—forward. First, it told us that the city is located on the eastern bank of the Susquehanna in the Wyoming Valley, the heart of anthracite coal, is noted for its handsome residences, public buildings, wealth and culture; that the area of the city is four and a half square miles, with eight miles of asphalted streets, and over seventeen miles of other paved streets; that the population is about 55,000; that it is the county seat of Luzerne County, the population of which is about 280,000; that the city has seventy-five miles of electric railway, connecting all suburban towns within a distance of ten miles; that the streets are lighted with electricity and gas. Cheap and inexhaustible supply of anthracite coal. Seven railroads, running 100 trains daily; that many large industries are situated here; that there are eight banks, with capital and surplus of over \$3,000,000 and deposits of \$8,000,000; that there are published in this territory four daily and sixteen weekly newspapers, of which the Wilkes-Barre *Record* is the leading; that among other things may be mentioned two hospitals, a free library, fifty churches, Board of Trade and commercial clubs, finest public and private schools in State; a dozen large hotels, etc., etc. Of the paper itself, the following facts were stated:

It is the oldest daily in the city, established in 1873, the weekly in 1832; is the largest daily paper in the State, outside Philadelphia and Pittsburg, being twelve, fourteen and sixteen pages, seven columns; has the largest circulation of any paper in Wilkes-Barre, sworn average circulation for 1899 being 11,243 copies daily; is the only paper in this territory that prints its circulation figures every day and presents a sworn statement at the end of month; has built up a clientele unequaled in this section of readers who represent the best influences, subscribers and readers being producing and purchasing.

classes, and because of this constituency is a most important factor in the life of the city; as an advertising medium is unexcelled in its field; is ably edited and widely quoted; is considered one of the best inland newspapers in the State; has its own salaried correspondents in nearly every town and borough in county; almost its entire circulation is handled by its own agents and carriers in over 100 towns, cities and hamlets within 100 miles of Wilkes-Barre; has a larger advertising patronage than any other paper in the State, excluding two or three papers in Philadelphia and Pittsburgh, it being not uncommon to find in a single issue, consisting of from twelve to sixteen pages, from forty to sixty columns of advertisements, all as carefully edited as the news matter; no restriction is placed upon the use of cuts nor extra charge made for broken column rules; is not a penny paper, but a two-cent paper, 50 cents per month and \$6 a year, and is published every week-day morning; has no Sunday edition; advertising rates are low for mercantile advertising by the year, being only twelve and one-half cents an inch per issue, on a minimum of six inches, which on the basis of 11,000 circulation is less than one-fourteenth of a cent per agate line per 1,000 circulation.

Basing the calculation of rates on last year's circulation figures, the *Record's* charge approximates one-twelfth of a cent per line for each thousand of circulation, which, taken in connection with the other facts set forth, makes the *Record's* showing an excellent one. Is it as good a paper as the *Scranton Times*? Can either of them compete with the *Philadelphia Record*?

In the February 7, 1900, issue of **PRINTERS' INK** Mr. Henry Bright set forth the claims of the *Buffalo (N. Y.) Times* as follows:

The *Times* is the only Democratic paper in Buffalo and is acknowledged to be the leading Democratic newspaper in New York State outside of New York. The circulation is among the class of people particularly susceptible to the argument of advertisers and of a character not possible to be secured by any other paper within the territory covered. The actual circulation for 1899

on the daily edition is in excess of 41,000 copies average, and the rate charged is .05 1-10 cents net per line, or one-eighth of a cent per line per thousand circulation, which in the territory referred to is the most favorable price on a proven circulation. The circulation is not a matter of the past as far as attention to the department is concerned, as it is being constantly developed and improved and since December 4th there have been added 4,740 copies daily. The *Times* is held in such esteem by the local houses that it is most liberally patronized. The local display advertising prior to Christmas was larger in the *Times* than in any other paper published in Buffalo.

In a later issue of **PRINTERS' INK** the *Buffalo Times'* circulation was settled at 40,174 for the daily and 22,994 for the Sunday issue for the year 1899, not received in time for the March, 1900, Directory. At six cents a line, which one may secure by contracting for 20,000 lines, "every-day business, not less than a year," the rate per line approximates for the two editions about one-fifth of a cent per line for each thousand of circulation, or for the daily alone, about one-sixth of a cent. This rate should be substituted for the two-fifths of a cent noted in the first part of the present article. It is, while low in itself, when compared, for instance, with that of the *Philadelphia Record*, which is slightly lower than one-ninth of a cent, comparatively high. The Little Schoolmaster doubts whether any intelligent observer would deem the charges of the *Buffalo Times* low enough to make a good showing in the present competition.

In the issue of **PRINTERS' INK** for February 21, 1900, the Newark (N. J.) *News* set forth its Sugar Bowl claims in a manner worthy of praise. It told how for a number of years its circulation had exceeded 40,000 copies daily, and

the time of writing footed up to 42,000. Only sold copies are counted as circulation, and the money secured from their sale is kept isolated from all other moneys received, and deposited in the bank as a distinctive amount. It asserted that within the city of Newark there are, according to the tax assessor, 30,000 houses, but that more than that number of this newspaper are sold in Newark every evening. "Where," it

asked with enthusiasm, "is there a city which is covered so completely with one medium as Newark is covered by the *News*?" Then it gave a list of towns closely allied to Newark and the number of the Newark *News* sold in each, showing an aggregate suburban circulation of 14,010. "Its great circulation," said the letter of the *News*, "secured in close competition with New York dailies, will prove its worth to any one who wishes to popularize a product. Its two pages of classified advertising attest its popularity with the public. If an advertiser wishes to cover a new field, the city of Newark and its environs offer him a splendid opportunity for finding out just how his article will 'go.' He can advertise thoroughly yet economically, because one paper accomplishes a task that is generally allotted to two or more in other cities of similar size." Emphasis was laid upon the fact that the rate per line per thousand of circulation averages only one-seventh of a cent per line, which is claimed to be really cheaper than it seems when the fact that the territory may be covered by the use of the one paper alone is taken into consideration.

In this same issue of PRINTERS' INK was printed a letter from the Baltimore *News* on the same subject. It claimed that the *News* has an afternoon field distinctly its own in a city of 600,000 population; is published daily except Sunday at \$3 per year, single copy one cent; presents all the news, including attractive special features; is the recognized medium for classified advertising, proving its local popularity; admits no objectionable advertisements; treats advertisers with equal justice and its rates are invariable. Calculating its rate per line for each thousand of circulation upon its present output, it made it one-eighth of a cent; when based upon its last year's figures, those accorded in the latest issue of the American Newspaper Directory, the result secured is one-sixth of a cent. Such a charge, while fairly low, when not accompanied by overwhelming advantages of territory covered, or of prestige and influ-

ence, may hardly be considered as competing with newspapers just as good with rates about 50 per cent lower in cities like Philadelphia and Boston.

The Philadelphia *Record* put forth what it conceives to be its claims in PRINTERS' INK of February 28, 1900. It told how its net circulation since the first of January had averaged 192,000 daily and at the time of writing was 197,000, the largest of any in the entire Third Sugar Bowl territory. Then it told how it has more circulation in Pennsylvania than any other paper in the State; more circulation in Philadelphia than any other paper in Philadelphia; more circulation in Delaware than any other paper in Delaware; more circulation in the southern half of New Jersey than any other paper in that territory and a good circulation in Maryland; how the population of Philadelphia is about a million and a quarter and the population of the territory in which the Philadelphia *Record* circulates is about five millions; how it is an incontrovertible fact that the Philadelphia *Record* has a greater circulation in about one thousand cities, towns and villages than any other Philadelphia paper; and how the Philadelphia *Record* enjoys an unusually good mail-train service, which enables it to get its editions to the agents in its field very early, so that the papers may be delivered as they are in Philadelphia, viz.: by six o'clock every morning. Then followed a discussion of the *Record's* rates. Its lowest run of paper rate is twenty-two and one-half cents per line, which makes its charge per line for each thousand of circulation approximate .0011 or about one-ninth of a cent. Real estate advertisers, when they confine their announcements to single columns, may purchase space at ten cents per line with full display; the same privilege is accorded to summer and winter announcements under the same conditions, with the additional one that orders for thirty days must be given for one time; steamboats and steamships may come in for fifteen cents a line, or twelve cents if contracts for the

year are made; book publishers are allowed full display and the breaking of column rules for fifteen cents a line; horses and horse sales under the same privileges for twelve and one-half cents. If one were to add these rates together and strike an average, it would show the average rate of the *Record* to approximate one-twelfth of a cent per line for each thousand of circulation. The *Record*, as it stated, is of fourteen and sixteen pages, of eight columns in width and twenty-four inches in length; special pains are taken to place all advertising next to reading matter and to give such other favorable positions as the make-up of the paper will allow. "Thus you will see," says the *Record*, "that we give the very best service in positions, not only in proportion to the price charged, but actually without charge." The good care the *Record* takes of all its advertisers, big or little, in the way of positions is expatiated upon; how solicitors call upon them to see how they can be helped, how foreign advertisers are notified of missed insertions or bad cuts, even before notification is received from the advertiser himself; how discounts earned are promptly sent whether called for or not, also monthly affidavits of circulation, as well as several other matters of as much interest, are all given attention. Reading the letter of the Philadelphia *Record*, one must come to the conclusion that if it does not secure the Third Sugar Bowl it will lose the race by a nose; by so short a one that most people will think it was a dead heat after all.

In PRINTERS' INK of the same date there was published a letter from the Paterson (N. J.) *Evening News*, claiming a net circulation of 8,000 daily and a rate of ten cents per inch. The charges for space of the *News* approximate about one-eleventh of a cent per line per thousand of circulation. When the fact that one may purchase space cheaper in the Scranton or Wilkes-Barre newspapers already noticed, and in the Boston and Philadelphia papers almost as cheap, is taken into consideration it does not appear that the rates

of the Paterson daily are as low comparatively as they appear upon the surface.

In PRINTERS' INK of March 7 of the present year the Toledo (O.) *Blade* was allowed to set forth its claims. The *Blade* started out by expressing its sorrow for the publisher who should get the Third Sugar Bowl should he have lower advertising rates than the *Blade*. Those rates, it contended, are the lowest of any daily paper of over 20,000 circulation printed in the United States—one of those statements that are more easily made than proven. It stated that the *Blade* is an afternoon two-cent daily paper, with no Sunday edition, printing ten to twenty pages as a rule, with eight columns to the page; gave circulation figures for the week and compared them with the figures of the same week in preceding years, indicating a pleasing increase. In regard to advertising rates, space could be purchased in bulk at a price which meant about one-sixth of a cent per line for each thousand of circulation. Emphasis was laid on the fact that the *Blade* is a home paper, relatively few copies being sold to transient buyers. The fact that the *Blade* is the leading Republican paper of Ohio and is exceeded in circulation only by the Cincinnati and Cleveland dailies, was given a place. Mr. Lane evidently not discerning that the dailies named, with charges approximately similar to his own, in what most people would regard as better fields, dimmed the brightness of his own Sugar Bowl chances to a great extent. The *Blade's* explanation of its own territory is interesting enough to deserve repetition here:

Twenty-two railroads radiating from Toledo distribute each day to over 200 towns something like 8,000 copies, which are delivered to subscribers before 7 p. m. About 14,000 copies are delivered by carriers in Toledo before 5 p. m. The Saturday edition answers the purpose of a Sunday paper for Toledo and therefore has an extraordinary circulation. We cover thoroughly Toledo, the entire northwest corner of Ohio, a little of Northeast Indiana and a little of Southern Michigan. And besides, we cover the entire oil field of Northwestern Ohio. We cover all this territory better than all other mediums combined. The population of Toledo by the census of 1890 was 81,434. It is now conserva-

tively estimated at over 100,000. If we use the divisor commonly employed to find out the number of families—namely, six—there are some 16,000 families in the city. The circulation of the *Blade* each day, therefore, fairly covers all the families in Toledo. And in the area of its distribution outside this city it has a greater circulation than all other city dailies combined.

In **PRINTERS' INK** of March 14, 1900, the *Boston Globe* set up a claim for the Third Sugar Bowl. It told how circulation and amount of advertising had increased since its initial year and how, although the readers had increased over 60 per cent, the run of paper rate, twenty cents a line, had remained the same. It stated that the *Globe* has built its business up by legitimate newspaper advertising, having for years been a liberal patron of the advertising columns not only of the Boston dailies, but also of the principal newspapers throughout New England, so that all its readers are readers of advertising. "In figuring the value of a paper to an advertiser," argued Gen. Taylor, "it seems to me that facts other than the rate per line per thousand should be taken into consideration. While the *Boston Sunday Globe* and *Boston Daily Globe* at the twenty-cent rate give a low rate per thousand of circulation, the fact that in every fair test that has ever been made in Boston or New England the *Globe* has always brought the largest number of actual returns to the advertiser is a much more important consideration." He contended that an important consideration was that an advertisement inserted in the *Boston Globe* for twenty cents a line runs for twenty-four hours, going in all the morning and evening editions at the one price. Then, after expatiating upon the *Globe's* equipment, both mechanical and editorial, both too well known to need attention here, he made its circulation claims as follows:

During the year 1899 we used over 21,500,000 pounds of white paper. The *Globe* is, I believe, the fourth largest consumer of white paper in the country. Our circulation for February, 1900, was: Daily, 198,488; Sunday, 259,022.

The fact that no definite circulation statement for the year 1899 could be secured from the *Globe* by the editor of the American

Newspaper Directory and that he was therefore compelled to accord that newspaper the highest letter rating, A, meaning that its circulation exceeds 75,000 copies per issue, makes that newspaper's chances, otherwise excellent for the Third Sugar Bowl, meager. If we accept the 75,000 as the only figures obtainable and divide the lowest rate by the number of thousands in those figures, we discover that the *Globe's* rate per line per thousand of circulation approximates one-fourth of a cent, which at once excludes it from further consideration, unless we conclude that its merits nullify the effect of what must otherwise be considered a comparatively high rate.

The foregoing is a brief summary of all newspapers which have put up claims. What is intended at present is to exclude from further consideration all which do not come up to a specified standard. To that end let us set up the *Record* of Philadelphia as an exemplar and compare with it all competitors in our present list. Of the *Record's* quality, of the excellence of the advertising field over which it holds sway, there can be but one opinion; its general rate approximates one-ninth of a cent per line for each thousand of circulation, with special rates and a present circulation that really makes it less, although for present purposes one-ninth of a cent will be considered the basis. For convenience we may at once exclude all newspapers charging more than one-seventh of a cent, for to make them equal to the *Record*, it would be necessary for them to be more than 50 per cent better in quality, which is practically an impossibility. Under this ruling, we may at once exclude the *Memphis Commercial-Appeal* (one-fourth), *Atlanta Constitution* (one-third), *Toledo Blade* (one-sixth), *Boston Globe* (one-fourth), *St. Paul Dispatch* (one-third), *Buffalo Courier* (one-sixth), *Buffalo Enquirer* (one-fourth), *Providence Telegram* (one-fifth), *Providence Journal* (one-fourth), *Buffalo News* (one-fifth), *Buffalo Times* (one-sixth), *Baltimore News* (one-sixth), *Washington Star*

(one-sixth), *Pittsburg Times* one-sixth. Among those now left we find the *Wilkes-Barre Record*, with a charge approximating one-twelfth of a cent, a rate so low that for the present we may allow it space. Below this comes the *Newark Evening News*, with one-seventh of a cent to its name, an excellent daily covering its territory like a blanket of snow; when, however, we compare it with the *Record*, whose field is certainly as good and its rate lower, we are compelled, however reluctantly, to exclude it from further consideration. The *Paterson Evening News* has next place. Its lowness of rate, approximating one-eleventh of a cent for each thousand of circulation is the only merit of which it can boast, its insignificance as a newspaper wiping out the high place it attains when only rates are being considered. Of the *Indianapolis News*, the next competitor, only good words are usually heard. It may be considered almost as good a newspaper as the *Record*, and to forge ahead of it in the present competition, must necessarily have lower rates; this it does not possess, and its exclusion is therefore imperative under the rules made. The next competitor is the *Salem News*, with a rate of about one-sixteenth of a cent. The *News* has certain advantages, already set forth in these columns, although it is a question whether they do not fade into insignificance when compared with the *Record*; for the present, however, the *Salem News* is allowed on the list. The *Rochester Democrat and Chronicle* and the *Syracuse Herald*, with one-eighth of a cent each, and the *Cincinnati Times-Star* and the *Cleveland Press*, with one-seventh of a cent each, all charge slightly higher rates than the *Philadelphia Record*, and it is a question whether any newspaper man could be found courageous enough to contend that they possess merits that the *Record* lacks to offset the difference. The *Evening Bulletin* and the *Inquirer* of Philadelphia also appear on the present list, with one-seventh of a cent credited to each; this rate being higher than the *Record's* and the quality

certainly not better, if as good, exclusion follows. Next we find the *Providence Bulletin*, with a rate for each thousand of circulation the same as the *Philadelphia Record*; while the *Bulletin* is an excellent newspaper, few would contend that its territory equals that of the *Record*, hence its Sugar Bowl possibilities are dimmed; a fact which it appears to have discerned itself, since it has made no effort to secure the prize. The *Boston Post*, with one-ninth of a cent to its name, is allowed on the list for the final comparison; many will undoubtedly believe it is overshadowed by its contemporary, the *Globe*, although in the city of Boston itself the *Post* probably holds the hegemony. The *Scranton Times*, having one-twelfth of a cent a line, is left on the list for the present, perhaps only for that reason; but the *Lowell Sun*, which boasts one-sixteenth of a cent, is excluded because its rate per thousand, although the same as the *Salem News*, does not cover so good a field so exclusively.

As a result of all the foregoing conclusions, we have at the present time only the following competitors left:

Wilkesbarre Record	11,243	.0008	1-12
Salem News	12,500	.0006	1-16
Philadelphia Record	185,902	.0011	1-9
Boston Post	123,812	.0011	1-9
Scranton Times	14,093	.0008	1-12

These are left as final competitors, although PRINTERS' INK is inclined to believe that the final and decisive choice will be between the *Philadelphia Record* and the *Boston Post*, unless the *Boston Globe* should be willing to make out a new circulation statement showing how many complete copies it actually prints. The managers of the *Globe* are too good business men to expect the advertising public to accept in good faith mere records of press revolutions as bona fide circulation.

THE HEADING.

The effective advertisement talks business first, last and all the time. It does not waste space by talking about some foreign subject first. The heading should tell the story contained in the advertisement. It has no other purpose. It occupies the place of the heading of a newspaper article and should be used in the same way.—*Montreal Pharmaceutical Journal*.

A QUESTION OF QUALITY.

ROCHESTER, N. Y., Jan. 4, 1900.
American Newspaper Directory,
New York City:

GENTLEMEN—We believe we are entitled to your emblems signifying that advertisers value this paper more highly for the quality and character of circulation than for the mere number of papers printed.

We are publishing daily more Rochester advertising than any other paper excepting the *Democrat and Chronicle*, and we get five-sixths of the rate charged by that paper, which claims a circulation of about 30,000 and which has doubtless furnished you with data, showing that that is about what they had. We are making a canvass at this time of the city and find by inquiring at every house that on the so-called "best" streets the *Post Express* has more subscribers than the *Democrat and Chronicle* and three times as many as the *Union and Advertiser*. This holds true of the entire Twelfth Ward, which is one of the aristocratic wards of the city. Generally speaking, it is fair to claim that the *Post Express* is in the lead among the most successful people of this community. If you should take a copy of the *Post Express* and compare it with any other Rochester daily paper, selecting each at random, you will find that our editorial page is just about equal to three sheets of any other paper here. Compare the page with that of the *New York Sun*. On Saturdays we publish a very complete literary page, which we have been told repeatedly is more highly valued by publishers and writers than almost any other similar page in the country. Our woman's page is edited by a woman, whose literary standing has been acknowledged for a score of years. The society pages of the *Post Express* have been criticised for being "too exclusive." The inference is that the people who sent in accounts of their own functions are sometimes disappointed, for the reason that the society editor is "one of the four hundred" and guards her columns with jealous care.

Rochester is a city of very pronounced moral standing, two of its Presbyterian churches having a membership which ranks them among the first five of the United States, and they are but two of nine other strong churches here. The Baptists are also very strong in Rochester, this being the seat of Rochester University and Rochester Theological Seminary; both Baptist institutions. The Catholic church is also very flourishing, as well as the Methodists, Episcopalians and other denominations. Rochester people appreciate a clean newspaper, and this is why the *Post Express* is so popular at home with the better classes. The *Post Express*, having no Sunday edition, appeals to religious people. Furthermore, its readers who do not take a Sunday paper are not obliged to miss Saturday's news, as they are when they take either one of the two dailies with a Sunday edition. The *Post Express* is also refusing all objectionable advertising.

JANUARY 12, 1900.

In the January 3rd issue of *PRINTERS' INK* we notice a list of the 23 papers now having that mark of distinction—the "Bull's Eye." We get several of these papers in exchange and have been making an examination of them, with the result that we now feel confident you will grant us the mark requested. As we observe these papers they strike us that they are clean newspapers, appealing to the most cultured classes, and by "cultured" we by no means refer to gilded palaces. There is plenty of culture in Rochester in the homes of the workmen, and the people the *Post Express* appeals to are the people who think. Perhaps we should say the thinking classes rather than the cultured classes, as that word seems to be more comprehensive. We notice in these papers modest headlines, filled up by solid and well prepared reading, with few illustrations. This is what you get in the *Post Express*. We find in these papers strong editorial pages; but not one of them excels the *Post Express* and certainly not more than one-fourth of them

can scarcely claim to be equal to us. We find in these papers well edited departments—matters pertaining to music, literature and the arts. The *Post Express* takes no back seat to any of them in these respects. We find that the financial pages are strong in most of these papers. In that respect we are not up to a majority of them; but are certainly above the bottom of the list. We notice, too, that the sporting pages of these papers are edited with especial care. We inclose you our report of the recent prize fight in New York, so that you may see how we handle such matters. We notice a lack of objectionable advertising in most of these papers, although in the New Orleans *Picayune* is an advertisement of the Copeland Medical Institute—ads similar to which we have recently refused. We notice in the *Evening Wisconsin* an advertisement of the Royal Medical Company of Chicago, representing a class which we are now refusing. In each of these two papers appears an advertisement of the Evans Chemical Company of Cincinnati. This advertisement could not get into the *Post Express* at \$1 an agate line. In substance we think our paper is not only entitled to this mark, but that it comes nearer deserving this distinction than many of the papers now in the list. The *Post Express* has age back of it, although it is not catering so much to the so-called old families, as to the families who are living in the present. There is nothing antiquated about the *Post Express*.

We have just secured the entire list of the suspended *Volksblatt*, which ceased publication with the year 1899 and which of three German daily papers here, is the only one which advocated the principles of the Republican party. The *Post*, being recognized as the soundest exponent of that party in Rochester, being the already designated official paper, feels that it can hold a large percentage of this list, which amounts to about 1,400. We have made arrangements with the former city editor of this paper to come to us. He will continue to hand in a daily grist of the local German news

about equal to the local news formerly printed by the *Volksblatt*. He is a native of Germany himself and knows all of these people well. Furthermore, he is sending a circular letter over his own name to every one of these former subscribers of his paper, telling them of his new relations with the *Post Express*. When we made our arrangements with this gentleman we offered to print his matter in German type; but he tells us that practically every German in Rochester reads the English language; and that we would gain more by sticking to our own language. The addition of this list will put our minimum circulation just about 14,000. We stand ready to absolutely guarantee to advertisers that every issue for the year 1900 will exceed 12,500 copies.

We are now printing a review of the Sunday school lesson every Friday, which Mr. C. S. Kellogg, 9 State street, manager for Mills-paugh & Green, sales agents for D. & H. coal, to-day pronounced in conversation with the writer of this letter to be actually superior to those published in the New York *Times*, and we believe those in the New York *Times* are credited with being equal to any. Mr. Kellogg is teacher of a large class in the Sunday school of the Brick Presbyterian Church of this city. If you should write him and ask him what he thinks of the *Post Express*, and, for that matter, if you should write any of the prominent business men of Rochester or any of the professional men, we think a great many of them would mention the *Post Express* as being a paper of decidedly more character and therefore particularly valued by advertisers over other Rochester papers.

Our advertising records back up our claim. Every day of this month but one we have printed more local display advertising than the *Union and Advertiser*, and you know what circulation they claim.

We should be pleased to hear from you in this matter and to answer any questions you may suggest relating to either subject mentioned. Very truly yours,

FRANCIS B. MITCHELL, Pres.

JUVENILE PUBLICATIONS.

In the March issue of the American Newspaper Directory for 1900 thirty-seven juvenile publications get credit for actual average issues of more than one thousand copies. Without doubt *Youth's Companion* of Boston has the largest issue and is better than any other from a literary and educational standpoint. It appears from the Directory that in 1893 this paper was credited with an issue of 572,746 copies. For the three following years no return was made; in 1899 the Directory accorded it, in the absence of a regular statement from the publishers its highest estimated rating, A, exceeding 75,000, with the additional information that the communication received from the paper in answer to inquiry failed to be a satisfactory circulation report because of some shortcomings and that although the attention of the publishers was directed to the fault it had not been corrected. The rating for 1899 further indicates that this publication admits that a correct circulation report would show somewhat lower figures than those credited in the last report. How the death of Mr. Ford, for so many years publisher and real owner of the *Companion*, will affect its interests is problematical. Possibly a new manager will adopt up-to-date methods and among them the giving of annual circulation statements in detail. Its circulation, doubtless is neither much above or much below half a million copies weekly. Of its class it has long been the first with no second within sight. *Young People's Weekly* of Elgin, Ill., stands next in circulation from its average during 1899 of 228,717. The New York *Argosy*—one of Munsey's publications—had an undoubted average during 1899 of 87,083. Every one knows *St. Nicholas*, but no one appears to know what its circulation is and the publishers seem indisposed to tell. Its estimated issue exceeds 50,000; possibly 5,000 would be nearer the truth. In Philadelphia is a weekly called *Forward*, which

gets credit for an average issue in 1899 of 122,768, and *Young People* of that city for the same time makes an average report of 67,792.

AFRO-AMERICAN NEWSPAPERS.

In the March issue of the American Newspaper Directory for 1900 twelve Afro-American weeklies get credit for actual average issues of more than one thousand copies and three are rated above five thousand. The Chicago (*Ill.*) *Appeal* leads, with an average of 13,826 during 1899. The Augusta (Ga.) *Baptist's* average for same year was 6,275. The Washington (D. C.) *Colored American* showed no issue in 1895 less than 7,800. A later report covering a portion of the year 1899 failed to satisfy the Directory editor that a higher rating than for 1895 had been sustained. The Indianapolis *Freeman*, from an estimate which exceeded 12,500 in 1891, has gone down to exceeding 4,000 in 1899.

PAPERS FOR DEAF AND DUMB.

In the March issue of the American Newspaper Directory for 1900 three publications for the deaf and dumb get credit for actual average issues of over one thousand. They are Washington (D. C.) *American Annals of the Deaf*, bi-monthly, with an actual average of 1,050, which has not fallen below 1,000 in any year so far back as Directory ratings extend; Flint (Mich.) *Mirror*, weekly, actual average 1,194 according to last report in October, 1898, 1899 estimate exceeds 1,000, and New York *Deaf Mutes' Journal*, weekly, which appears unwilling to let its exact issue be known, but from a report of not less than 1,500 in 1895 is accorded an estimate exceeding 1,000 in 1899.

TIME was when a man in business got trade whether he advertised or not, but that day has gone by. The public has been educated to understand that the foremost merchants advertise their wares and that those who do not advertise are so far behind the times that no woman who loves to buy up-to-date goods should ever think of patronizing them.—*Binghamton (N. Y.) Herald*.

IT IS ALL ADVERTISING.

It was advertising of a sort when Altman's horseless delivery wagons first clanged and buzzed their way through the New York streets; it was advertising when Wanamaker decorated the front of his store for the Dewey celebration as though he were the common council and the board of aldermen. It is advertising when Macy fills his windows with a wonderful, costly, unsalable Christmas pageant, and when McCreery, to stimulate the house furnishing branch of his business, makes a season's feature of an Indian room perfect in every detail from the grille copied from an ancient temple to the brass box upon a stand; or a Marie Antoinette bedroom, pink and beautiful, or an old English hall, dark and rich. The band that brays in the restaurant connected with this store, the bicycle check system of that, the writing room here and the parlor full of couches and settees there, are all as much designed to attract trade as are the announcements in the papers. They have become such integral parts of the department store system that most of its patrons regard them as matters of course and would be vastly aggrieved if they were, by concerted action, entirely removed. Yet they are not among the salable commodities of the shops, and there is nothing in the price of those commodities which pays for their cost. They are all part of the mechanism of attraction—in other words, of the advertising system.—*Munsey's Magazine.*

THE ISLE OF MAN.

The report just issued by the Board of Advertising of the Isle of Man gives remarkably conclusive evidence that its advertising has paid. Seven years ago they commenced their advertising campaign. They have increased the number of visitors landed on the island from 266,685 in 1893 to 369,606 in 1899, being an increase of nearly 50 per cent. Last year advertisements in newspapers were circulated to the extent of 195 million copies; 400,000 full-page advertisements appeared in guides and railway publications; 30,000 copies of a free official guide were distributed; 5,000 pictorial and letterpress posters were exhibited; and 100 lectures illustrative of Manx life and scenery were delivered in towns throughout the British Isles.—*Advertisers' Review, London.*

250,000

THE SATURDAY EVENING POST has gained about 50,000 in circulation since January 1, despite the fact that we knocked three props from under it at that time. We stopped newspaper advertising, street car advertising, and cut down our agents' work one-half, because our four Cottrell web presses are only capable of turning out 200,000 copies of the POST in a week's time, without night work—a risk to overworked machinery, and expensive. We have been obliged to engage a night force of pressmen and have increased from 200,000, January 1, to 250,000 copies weekly. The new annex building will have six new Cottrell web presses—ten in all for THE SATURDAY EVENING POST.

Its increase in circulation is not due to any premium, club or cut rate, or sample copy editions. It is paid for at regular price—\$2.50 a year; 5 cents a copy; because it is wanted, and is read for its editorial excellence.

THE CURTIS PUBLISHING CO.

PHILADELPHIA.

"PICTURE POWER."*By John S. Grey.*

There are many claims made for the value of illustrations in an advertisement, but one of the best and truest is that a picture instantly arrests the eye. No peculiar combination of words, however attractive they may look in bold type, can so quickly chain the attention as a good illustration, and even a poor picture has a power that is not possessed by mere type.

What kind of pictures is it best to use? It is hard to tell, the possibilities are so infinite. All sorts of illustrations have been successfully used, and the opportunities are still illimitable. Illustrations are capable of even a greater number of changes than type. The commonest kind are those that depict the article advertised, and these range all the way from outline cuts of a dishpan or washtub to beautiful half-tones of a piano or organ.

Great successes have been made by advertisers who have introduced into their announcements photographs of well known female beauties. These are especially excellent and useful when they are associated in some way with the goods advertised, as when Lillian Russell, for instance, is pictured playing upon her favorite piano, or Calve is shown in the act of mounting her chosen bicycle.

But, for a true winner every time in an advertising illustration, commend me to the picture of a young and pretty child—everybody is captured on the instant with that! There is a touch of nature

which makes us all kin in a young, fresh, innocent face that is full of wonder and suppressed curiosity. I have seen pictures of children that were surpassingly beautiful, but the delightful simplicity of their expressions was the greatest charm of all. There is a wonderful mobility in the features of a child, and the expression is capable of infinite change. Catch a clean, neatly dressed, and intelligent-looking child with the camera, when the youngster is in certain moods, and you have a picture that will surely please ninety-nine per cent of humanity. The more natural pose and expression the more will the picture be admired.

Considerable success has attended the use of colored children in advertising pictures. The young negro is generally full of latent mischief, which is not altogether hidden when the face wears its most sober looks. A photograph taken at a happy moment may prove a winner to the fortunate advertiser who obtains it. There is an inherent love of the mischievous in most of us, anyhow, and a good illustration of little "coons," up to some of their tricks, proves a strong drawing card.

It is only within recent years that "picture power" has been recognized in advertising, and the wonder is that its value remained unknown for so long a time. The great developments in the arts of photography and photo-engraving have helped to boom the illustrated ad within the past dozen years.

A WISE advertiser sees that there is fire in his advertising and accuracy in his aim, and he gets the money.

At this office, 10 Spruce Street, New York, The Geo. P. Rowell Advertising Agency keeps on file the leading Daily and Weekly Papers and Monthly Magazines; is authorized to Receive and Forward Advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

QUOTING PRICES.

By William Woodhouse, Jr.

I never could see the necessity for leaving out prices from a merchant's announcements.

Price is one of the most important things a reader of an ad wants to know about. An ad is supposed to be nothing more or less than information. If any ad leaves out the price of an article mentioned it fails in so much to give information that is wanted.

Not long ago I read an advertisement of an article. Its description made me think I wanted that article. When I looked at the price I found it too far above me and I didn't buy. But if ever I get that price that article is mine.

While that ad didn't catch my business, undoubtedly there were others who read it who had the price and who bought. But, supposing I had read the ad and failed to see the price quoted. I think I should have dropped all thoughts of the article, as has often been my case, or, if very much interested, I might have gone to the store only to find that the price was above me, in which case my trouble would have been for nothing. I certainly should not have felt any better because of my disappointment and I certainly should have felt that the merchant advertising that article could have easily quoted price and saved me trouble.

Quoting a high price never yet lost a customer. If the price is too high, whether I find out what the price is through the ad or by word of mouth from a salesman, doesn't alter the case. The sale won't be made. Besides, when a

merchant doesn't quote a price, it's a pretty good indication that the price is high, anyway, or he would quote it. In which case, nothing is lost to him, nor gained.

A low price is undoubtedly a trade bringer, but one can't always be quoting bargain prices. And is a merchant to fail to quote regular prices simply because they're not bargain prices? If advertising is worth anything, it ought to help a merchant sell goods at his regular as well as at his cut prices.

The safe rule to follow is to talk quality if the price seems high and to talk price if the price be low.

It doesn't hurt any dealer to quote high prices. I wouldn't do it at all times, for that would give the impression that the store is high-priced and therefore keep away many desirable patrons. But I'd have it known, all the same, that when a buyer wanted something especially fine, I had it.

Folks have to know prices, anyway, and if they don't like the prices after they've taken the trouble to hunt them up, the dealer who thus hides prices from advertisement readers' eyes will likely find unkind words said about him.

Modern advertising takes the public into one's confidence, and that certainly pays.

Hiding prices gives the impression that the dealer knows they're high and is afraid to quote them. And certainly that doesn't draw trade.

A THOUSAND experts may accomplish the same kind of success in a thousand different ways.
—*The Wheel*.

The Indianapolis Press

is not in essentials a new paper. It is a crystallization of the old and well approved principles and policies under a new name and vastly improved form.

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—*Psalm cxvi., 11.*

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as *coming FROM HIM*. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said in its favor*. What he does say, however, ought to be true—*absolutely*.

MARYLAND.

Baltimore (Md.) *News* (2).—Among the newspapers published in this city, the Baltimore *News* stands pre-eminently at the head. Its circulation in Baltimore is greater than that of any other daily of the city, and is rapidly increasing. It occupies a field peculiarly its own, in that it is practically the only afternoon paper of Baltimore and thoroughly covers a field which three morning papers divide. The *News* is strictly a clean home paper. No objectionable advertising is admitted to its columns. Its special features, such as finance, literature and society, have always given the paper great popularity, which is constantly increasing, a fact attested by the steady growth in circulation. The *News* is a high-class paper, yet, being delivered to the homes by carriers at six cents a week, reaches all classes, and an advertiser using it may rest assured that he is reaching practically all the people in Baltimore it will pay him to reach.

MICHIGAN.

Saginaw (Mich.) *Post-Zeitung* (1).—Taking the large circulation into account, the Saginaw *Post-Zeitung* is the best medium to advertise for permanent customers. It goes into the homes of the well-to-do Germans, the middle class, the working, the great consuming mass of people. It is read column by column and page by page every week. Nothing escapes the reader's eye and it reaches a community that cannot be reached so thoroughly and economically in any other way.

MINNESOTA.

Minneapolis (Minn.) *Times* (2).—The Minneapolis *Times*, the only exclusively morning paper in this city, is recognized as the most progressive newspaper west of Chicago, containing more and later news and a greater number of advertisements than any other newspaper in the Northwest. The *Times* is a result producer, hence its popularity with advertisers and readers.

MISSOURI.

St. Joseph (Mo.) *Modern Farmer* (2).—State of Missouri, County of Buchanan, ss. Ben. F. Hildebrand, being first duly sworn, deposes and says that he is business manager of the *Modern Farmer and Busy Bee*, a farm and local newspaper of general circulation and

EXPLANATION.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

published in St. Joseph, Mo., and that the actual circulation (paid) of that paper for the month of January, 1900, was 24,250 copies. That the circulation for February, 1900, is the same number of copies. Ben. F. Hildebrand, Business Manager. Subscribed and sworn to before me this fifth day of February, 1900. William C. Gow, Notary Public.

St. Joseph (Mo.) *News* (1).—The one paper in St. Joseph that makes a sworn statement as to its circulation—and advertisers are invited to investigate its claims and test its pulling qualities. A study in steady growth: Average daily circulation for 1895, 7,935; average daily circulation for 1896, 8,092; average daily circulation for 1897, 9,772; average daily circulation for 1898, 16,051; average daily circulation for 1899, 16,436; average daily circulation, January, 1900, 20,053.

St. Louis (Mo.) *Post-Dispatch* (1).—Carries more business on the six secular days than the two morning papers combined, and has double the circulation of either in the city of St. Louis. Also sold and circulated in 1,800 towns outside of St. Louis. The Sunday has 120,000 circulation, or 30,000 more than the next highest. Far and away ahead of all comers both in quantity and quality.

NEW JERSEY.

Trenton (N. J.) *Times* (2).—Which was recently reorganized has guaranteed its circulation for November, 1899, at over 4,000 copies; for December, 1899, over 5,000; for January, over 6,000, and the average for February will exceed 7,000 daily. This circulation is larger than that of any other daily in Trenton and is probably larger than the combined circulation of the other dailies in Trenton. Before the present year has passed the *Times'* circulation will have reached 10,000. You see we are growing at the rate of 1,000 copies per month.

NEW YORK.

New York (N. Y.) *Evening Post* (3).—In the year 1899 the *Evening Post* printed more advertising of books and periodicals than ever before appeared in any American daily in the same length of time—200,746 agate lines, a gain of 21,124 agate lines over 1898. This, notwithstanding the fact that of the *Evening Post* there were only 309 issues during the year, while the morning papers published every day in the year.

New York (N. Y.) *International Journal of Surgery* (1).—In point of circulation, which averages over 28,000 copies per month, the *International Journal of Surgery* leads all other monthly publications of standing. It was the first journal to take up special

subjects and discuss them in serial form. It is the only practical surgical journal published, and as such it appeals to 95 per cent of the entire medical profession of this country. It is a satisfactory result-bringer for advertising purposes and it is indorsed as such by experienced advertisers, who are its most liberal patrons. Its immense circulation is of especial service for exploiting the value of the New York pharmaceutical or chemical products as the opinion of its large circle of readers can be obtained in a short period, at a great saving in expense and time.

Troy (N. Y.) *Budget* (3).—As the Troy dailies publish no Sunday issue, the *Budget* has the readers of all the Troy dailies for its field of circulation, consequently it fills the place that the Sunday editions of all the Troy dailies would and is in no sense what is termed a weekly paper, but a daily for Sunday for Troy. It is the official paper of the county (and but recently of the city) and a member of the Associated Press. It has all the facilities of a modern city newspaper and goes to press with its last edition with news up to 4 o'clock Sunday morning. It is a twenty-page paper with all the benefits that come from long time establishment. Its first issue was published before Troy was a city. It saw the light of day June 20, 1797, in Lansingburg, then a prominent place at the head of navigation on the Hudson River, now soon to be a part of Troy. It moved to Troy in the very first of the nineteenth century and for many years was published at the Sign of Franklin's Head, a sign that became a trade-mark to the *Budget*, a sign that became famous not only in this country, but in England and France and was the subject of numerous newspaper articles in both countries. With its fast running perfecting press, its team of Linotype machines, its four floors occupied by the different departments in the active preparation of a modern newspaper, each one of the floors models of equipment in newspaper facility, the office on the ground floor being one of the finest in Northern New York, the *Budget* believes in its ability to cope with the demands of the coming century in making an up-to-date newspaper.

OHIO.

Akron (Ohio) *Sunday Companion* (1).—The *Sunday Companion* is an illustrated Catholic Sunday school weekly, devoted to the cause of education. It is unique in its field, because there is no Sunday school paper in the Catholic Church covering the same field as the *Sunday Companion*. Our advertising space is limited to sixteen pages, and positively no objectionable advertisements will be inserted at any price. The advertisements being all high-class and the space limited to sixteen pages, makes the *Sunday Companion* more desirable than the large magazines with from sixty to one hundred and fifty pages of advertising matter.

Cleveland (Ohio) *Leader* (1).—The phenomenal increase in the circulation of the *Cleveland Leader*, since the reduction in price has been made general, has placed it still farther in advance of all other Ohio newspapers. Circulation evenly divided between morning and

evening, although they reach entirely different subscribers. It reaches all classes.

Cleveland (Ohio) *World* (1).—The world is cheap only in price, one cent per copy. It is a high-grade afternoon paper and reaches 2,188 towns outside of Cleveland every day. Best value for the money, and rates lower in proportion than any Cleveland daily.

Columbus (O.) *Ohio State Journal* (2).—The following comparison of Columbus, Ohio, newspapers is full of interest: In January, 1900, the increase in inches of paid advertising carried by the *Ohio State Journal*, compared with the same month of 1899, was 17.8 per cent. In the same month the increase made by the *Columbus Dispatch*, over January, 1899, although it was issued seven days per week in 1900, instead of six days in 1899, was only 15.8 per cent. The *Columbus Press-Post* made no gain in January, 1900, compared with January, 1899. In other words, the *Ohio State Journal* made a larger increase in its volume of advertising, at a higher average rate, than both the other established newspapers of the city of Columbus.

Dayton (Ohio) *Daily News* (3).—The Dayton *Daily News* is doing business on an honest, above-board basis. A canvass recently made of that city shows the *News* to have a larger circulation than any other daily there; hence the following offer: If upon proper investigation you do not find that the *News* has the largest circulation of any daily paper in Dayton—and more than that—a circulation greater than that of all other Dayton dailies combined, we will give you space for your advertising free.

OREGON.

Portland (Ore.) *Oregonian* (1).—A leader for 50 years. "No parallel case in the United States." "A single rich and prosperous paper controlling a territory of about 1,000 miles square." A metropolitan medium with a powerful constituency and all its own. For a half century regarded as an undisputed leader.

PENNSYLVANIA.

Philadelphia (Pa.) *Item* (1).—The great "want medium." Tested repeatedly and never fails. The recognized leader of the whole afternoon procession. Circulation greater than all the other six afternoon papers combined. A quarter of a million dollars in printing presses. Most thorough distribution service of any Philadelphia paper.

Pittsburg (Pa.) *Index* (1).—Does not claim to be known all over the world or to have a large circulation in New York, Chicago, Philadelphia and the other great cities in this country—or England, Germany and France—but what it does claim and can prove is that it has the largest weekly circulation in Pittsburg and Allegheny, and that is why it pays advertisers to use its columns.

TEXAS.

Austin (Texas) *Statesman* (1).—Only morning paper published at the capital of the Lone Star State. Sole source of information, and an important medium for all advertisers covering Central Texas, and a territory in which it has no competition.

IN WEST VIRGINIA.

MORGANTOWN, W. Va., Mar. 17, 1900.

Editor of PRINTERS' INK:

There are some original advertisers down here in the West Virginia mount-

WHAT I DON'T AND I Do.

I don't claim to be the largest dealer in town.

I don't give short weight or measure in groceries or produce.

I don't make any difference between the rich or poor. I treat all alike.

I don't sell wall paper 14 yards to the roll for 16-yard paper.

I don't sell wall paper at a living profit and charge four profits on border.

I don't buy inferior grade of goods and sell them for the best.

I don't buy goods on time and make the customer pay for that time.

I don't sell goods less than cost.

I don't charge an unreasonable profit on the goods I sell.

I do claim to represent the largest wall paper concern in the United States.

I do give full weight and measure in what I sell you.

I do sell goods to the poor at the same price as to the rich.

I do sell you border for paper at the same profit that I have on paper.

I do buy the best goods I can get.

I do pay cash for my goods and discount all bills.

I do have a reasonable profit on the goods I sell.

I do want to say to the people of Grafton and vicinity that my spring stock of paper is now in and that I can furnish paper from 10 cents to \$3.00 a roll. High art novelties, Lucretia, Walton's and Decorative supplies of all descriptions on short notice.

Please give me a call and see what I can do for you in connection with the wall-paper business.

I carry a general line of staple groceries. Thanking you for past patronage, and hoping to have the continuance of the same, I remain

Yours, I. T. GOODING,
Proprietor of the Reliable Wall Paper and Grocery House, West Main Street, Grafton, W. Va.

ains, as the appended clipping from the Grafton (W. Va.) *Sentinel* indicates.

Yours truly,
ED. M. HEERMANS.

CARS AND NEWSPAPERS.

Some narrow-minded newspaper publishers have chosen to take the ground that car card advertising must be regarded as a formidable competitor to their business. They have even gone so far as to start a legislative opposition to permitting street car companies to display advertisements in their cars. They are simply running away from their shadows. Two New York dailies carry more advertising than all the street cars in the United States. If all the general advertisers of this country were clamoring for street car publicity, and each were anxious to cover the country, but willing to confine himself to a single space in each car, only twenty-eight could be accommodated, and these would, part of them, have to forego the use of some systems, as some cars have only eighteen spaces.—*Fame*.

ABOUT "IN MORMON TOWN."

Office of

EDWARD F. COLBORN.

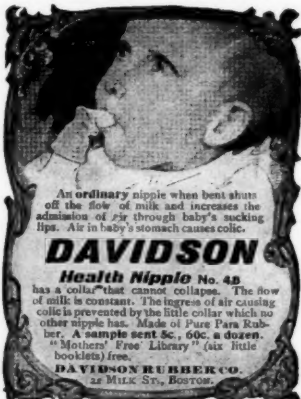
SALT LAKE CITY, Utah, Mar. 13, 1900.

Editor of PRINTERS' INK:

I bow my respectful acknowledgments for your complimentary reference to Popperton Place advertisements in a recent copy of your celebrated little journal. I value highly your publication and am much honored by its favorable opinion. After all I suppose what the advertiser most desires is to have his advertisements read; if he attains that end he may be said to be a success. May I be permitted modestly to say that one way to have an advertisement read is to write it so that people will read it? The disposition of the public is to dodge the advertiser and sometimes the "stealthy parallel" is better than the onslaught. It soon "gets on" to the headline tricks and the stock of common "stuff" which many large advertisers persistently inflict. If the first few sentences of a book entertain you are you not thereby coaxed to read more? and if an advertisement entertainingly leads the reader along to its end have you not accomplished your purpose?

The prints of the country are paid, I am told, fabulous sums by large concerns for advertisements which don't seem to me to advertise. They repel rather than attract and carry upon their faces the announcement that they are advertisements. But then I am not an expert and perhaps I have no right to criticise them. I notice you print Popperton Place upper case. I always use the little p's—somehow they don't seem to be so intrusive—so much inclined to advertise advertisements. But I am trespassing upon your good nature with these unsolicited reflections. It would give me pleasure to show you the splendors of Salt Lake and the glories of Popperton if you ever happen out this way.

Respectfully,
EDWARD F. COLBORN, Gen'l Mgr.



An ordinary nipple when bent shuts off the flow of milk and increases the admission of air through baby's sucking lips. Air in baby's stomach causes colic.

DAVIDSON

Health Nipple No. 45

has a collar that cannot collapse. The flow of milk is constant. The ingress of air causing colic is prevented by the little collar which no other nipple has. Made of Pure Para Rubber. A sample sent 5c, 60c a dozen.

"Mothers' Free Library" (six little booklets) free.

DAVIDSON RUBBER CO.
25 MILK ST., BOSTON.

AN ADVERTISEMENT THAT ATTRACTS THE EYE AND CONVINCES THE MIND.

POLITICAL.

KENTON, Ohio, March 14, 1900.

Editor of PRINTERS' INK:

Here is an advertisement which appeared in the *News-Republican*, Kenton,

To Republicans.

I am a candidate for Mayor and ask the support of all the good people of Kenton. I have lived in Kenton 38 years and this is the first time my name has ever been announced as a candidate. I have always been loyal to the Republican party because I have always believed it was right.

I pledge myself if elected Mayor of Kenton to administer its affairs faithfully and honestly, according to law, and for the benefit of the whole people without discrimination on account of creed or color, nationality or party. Every man an equal chance with every other man.

At the Primary Election Friday evening please put an X before

BRUNSON Of Course.

O., March 12. It is the kind of ad you seldom, if ever, see.

Very respectfully,

FRANK B. WILSON.

BELGIUM'S ADVERTISING SCHEME.

Belgium, instead of spending vast sums in reconstructing its war fleets, has determined to use the appropriation in fitting out a peace navy, the duty of which shall be to introduce the Belgian nation, its flag and its products to every port of importance in the world. In other words, instead of battleships, cruisers, gunboats and other destructive craft, the projected Belgian fleet is to consist of state ships fitted with samples of Belgian products, and these vessels are to be kept plying from port to port in African, Asiatic, American and Australian waters. By this means it will be possible for the nation to come thoroughly in touch with the world. Already two ships are practically ready to be put in commission and others are to be constructed at once, so that by the time of the big Belgian exposition at Liege, in 1903, the nation and its products will have become thoroughly introduced to the world. According to present intentions, the industrial navy will consist of seven or eight ships that shall be state property. They will be manned by sailors wearing the Belgian uniform and will carry some marines. The ships will be protected by a few guns, but they will be so constructed that in case of actual war they could be easily used as an armed fleet.—*Business Magazine*.

STREET CAR LIMITATIONS.

There are few things for which the car card is at first entirely unsuited. When an argument has to be made for a new product, the best that a car card can do is to keep the subject alive in the public mind. The argument must be made elsewhere. This is because of the mechanical limitations on the designing of cards. They must contain no text that cannot be easily read by the average human eye at a distance of ten feet. There must be something to catch the eye first, either a picture or a type display, which takes space. So the number of letters available in a space eleven by twenty-one inches is very limited. But granting that no argument is necessary, that the aim of the advertiser is simply to keep his trade-mark or trade-name at the front, the car card is the most economical of all devices. And it is the aim of every well advertised business to reach this stage.—*Fame*.

If you've got something to offer a man, rest assured he will welcome your ad and give it a hearing if you say it right and print it right. And every different way you print it may be right—right for certain ones. Change it often and in the long run you'll hit 'em all.—*Profitable Advertising*.

Classified Advertisements.

Advertisements under this head two lines or more, without display, 35 cents a line. Must be handed in one week in advance.

WANTS.

A ADVERTISEMENTS for the *Evening Post*, Charleston, S. C.

A FIRST-CLASS adv. window dresser and card writer. H. M. CALDWELL, Louisville, Ky.

FEMALE linotype operator, speedy, on evening paper; 8 hours. THE DAY, New London, Conn.

A ADVERTISEMENTS for the paper with largest local circulation in Charleston, S. C.—THE *EVENING POST*.

REPORTEUR, experienced and hustling young newspaper man, wants position on daily. "NEWS," care Printers' Ink.

CORRESPONDENT wants to represent one or two more papers at Paris Exposition. Address "H. L. C.," care Printers' Ink.

HALF-TONES (quality guaranteed), one col. \$1; 1/2 doz. \$5. Two col. \$2; 1/2 doz. \$10. Larger, 15c. per square inch. Send good photos. BUCHER ENGRAVING CO., Columbus, O.

DESIGNER for advertisements on well known mechanical paper (New York.) Whole or part of his time can be utilized. Address, with particulars, "PERMANENT," This Office.

PRINTER—Thorough, practical foreman and superintendent of large job and newspaper experience seeks position; proofreader and bookkeeper. JOHNSON, 44 Herkimer St., Brooklyn, N. Y.

VERY clever young pen and ink artist. Will originate and draw catchy advertising pictures or any work of a similar nature. Prices extremely low. Address "SKETCHES," care Printers' Ink.

A FIRST-CLASS editor and all round newspaper man, a college graduate, who has filled every position on a big Eastern daily from reporter to editorial writer, would be pleased to hear from any paper that needs the services of such a man. "O. K.," care of Printers' Ink.

I THOROUGHLY know all details proprietary medicine business; also adv. details (newspapers, obtaining mailing lists, distribution, etc.); capable adv. and pamphlet writer; executive experience; highest references, ability, integrity, industry. Address, "SENEX," care Printers' Ink.

ORDERS for 5-line advertisements 4 weeks \$10. In 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. **CHICAGO NEWSPAPER UNION**, 10 Spruce St., New York. This price includes **PRINTERS' INK** for one year.

STOCK CUTS.

REPRODUCTIONS of art subjects and from photos. Sample sheets for stamp. **STANDARD OF NEW YORK**, 61 Ann St.

STEREOTYPE OUTFITS.

STEREOTYPE outfits \$17 up; Hot and Cold processes included; make your own cuts in white on black and Grano-type, no etching. Send stamp. **H. KAHNS**, 240 East 33d St., New York.

HALF-TONES.

HALF-TONE, 10c. an inch; minimum \$1.00. Zinc 4c. one col. portraits; outline \$1.10, half shade \$1.25, full shade \$1.75. Cash must accompany order. **ART ENGRAVING CO.**, Washington, D. C.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the **AMERICAN NEWSPAPER DIRECTORY**, issued March 1, 1900. Price, five dollars. Sent free on receipt of price. **GEO. F. BOWELL & CO.**, 10 Spruce St., New York.

BOOKS.

NO label or coupon necessary. Just send us your name and we will send you a copy of our cook book containing over 200 recipes for cooking with wine, brandy, etc., and 50 different directions for making fancy drinks at home. **C. E. SWIZLEY**, with Brotherhood Wine Co., N. Y. City.

POSTAL CARDS.

WE can save you money on them. Will furnish and print at the following prices, any color ink, any form or matter (one side only): 500, \$3.25; 1,000, \$10.25; 5,000, \$50.50; postal cards included. Full count, good work. Proof shown if desired. Send cash with order.

We have a special billhead at \$1.20 per thousand that will interest you. **LOUIS FINK & SON**, Printers, Fourth & Chestnut, Philadelphia.

FOR SALE.

LINOTYPES for sale, 2d-hand, good as new, cheap. "C. O. H." care of Printers' Ink.

STONEMETZ perfecting press, 8,000 per hour, four or eight pages, cheap; \$1,000. Now in daily use on **THE ENTERPRISE**, Brockton, Mass.

FOR SALE—The strongest combination of advertising space in Philadelphia. **PHILADELPHIA & READING RY. CO.** Chas. A. Klink, Advertising Agent, Reading Terminal, Phila.

\$1,500 BUYS model job office in Connecticut, city of 25,000. Pony cylinder, 2 jobbers, power cutter, electric motor, etc. Cost \$3,500. Big bargain. Lock Box 104, Danielson, Conn.

ONE million or more original letters from '95, '96, '97, '98, and '99. Will be sold in lots to suit the purchaser. They have never been copied or used. Let me know the quantity you want and I will make the price all right. Will sell for cash only. Address **B. A. GRIPP**, German Artist, Tyrone, Penn.

EVERY issue of **PRINTERS' INK** is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in **PRINTERS' INK**. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address **PRINTERS' INK**, 10 Spruce St., New York.

HAVING purchased the entire plant of the **Utica HERALD**, we offer the following machinery for sale: One Hoe perfecting press, printing 8 pages 10,000 per hour, including complete stereotyping outfit, turtles, chases, etc.; four Mergenthaler linotype machines, one large Hoe drum cylinder press, one medium size Hoe drum cylinder press. Address **UTICA EVENING DISPATCH**, Utica, N. Y.

NEWSPAPER BARGAINS.

\$5,000 CASH opens up a great proposition in Massachusetts—monthly 14,500 circulation; weekly 2,350 circulation; making big money. Owner very sick—balance easy terms.

\$4,000 buys a big weekly bargain in Indiana.

\$8,000—cash required \$2,500 or more—buys a money-making newspaper property in Idaho. Owner has enough \$3 and wishes to retire.

\$1,750—with only \$700 or more cash—buys a good paying weekly property in Oregon.

\$2,000 buys a reliable weekly property in large, fast-growing New England town.

\$1,300 buys a New York State weekly—if bought quick—doing a profitable business.

\$2,500 buys a dandy weekly and job business within 75 miles of Albany.

\$3,500 buys a splendid Democratic weekly in Wyoming. Business shows a profit of \$900 for six months.

Dailies and weeklies in 38 States. Send for my special list. Any reliable properties for sale, "David" knows about them.

C. F. DAVID, Abington, Mass., Confidential Broker, and Expert in Newspaper Properties.

GREAT DAILY—FOR SALE.

ONE of the very best daily properties in New England States, to wit:

\$15,000—\$5,000 or more cash—buys a great daily proposition. Doing a prosperous business in one of the most thrifty, fast-growing cities in Massachusetts.

A man with \$3,000 in cash can control a great weekly proposition.

Dailies and weeklies for sale in other States by **C. F. DAVID**, Confidential Broker in Newspapers, Abington, Mass., 28 years' experience.

PERFECTING PRESS FOR SALE.

WILL print 6, 7 or 8 column, 3,000 to 10,000 per hour, printed and folded papers. Press is guaranteed by the makers and present owner. Also a full stereotyping outfit. Can be bought at a very reasonable price and has been used but very little. Address **C. F. DAVID**, Abington, Mass.

MAILING MACHINES.

PAN-AMERICAN, Matchless Mailer, pat. Jul. '99. **REV. ALEX. DICK**, 43 Ferguson Ave., Buffalo.

SUPPLIES.

THIS paper is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, Ltd., 13 Spruce St., New York. Special prices to cash buyers.

ADVERTISING MEDIA.

NICKELL MAGAZINE, Boston.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

SUBSCRIPTION premiums wanted. **FARM AND TRADE**, Nashville, Tenn.

THE best advertising medium in Charleston, S. C., is **THE EVENING POST**.

NICKELL MAGAZINE guarantees its circulation claims, under a \$1,000 forfeit.

THE EVENING POST, of Charleston, S. C., claims the largest local circulation.

THE official journal for all city advertising of Charleston, S. C., is **THE EVENING POST**.

KEEP your eye on **FARM AND TRADE**, Nashville, Tenn. It's growing. Only 10c. a line now.

40 WORDS, 5 times, 25 cents. **ENTERPRISE**, Brockton, Mass. Circulation exceeds 6,000.

ADVERTISERS' GUIDE, Newmarket, N. J., 9c. line. Circ'n 4,500. Close 24th. Sample free.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

THE advertising for all the departments of the city of Charleston, S. C., is done under contract exclusively in **THE EVENING POST**.

A WEB perfecting press, linotype machines and a building of its own is evidence of the prosperity of THE EVENING POST, of Charleston, S. C.

THE Southern farmer boy swears by FARM AND TRADE, Nashville, Tenn., the only paper in the world published in his interest. 10c. per agate line.

NICKELL MAGAZINE ad rates, 30c. agate line; \$50 page; 5, 10 and 20 per cent. dis. on 3, 6 and 12 mo. orders; the lowest magazine rate. Figure it out yourself.

TO reach the prosperous farmers of the South try FARM AND TRADE, Nashville, Tenn.; 10c. per agate line. Forms close 25th of month preceding date of issue.

THE only farmer boys' paper in the world is FARM AND TRADE, Nashville, Tenn. If you want to reach that class the best and only medium is FARM AND TRADE. Rates 10c. per line.

PACIFIC COAST FRUIT WORLD, Los Angeles, Cal. Foremost farm home journal. Actual average 5,003 weekly, among wealthy ranchers; growing rapidly; 8c. agate line; no medicine ads.

HARDWARE DEALERS' MAGAZINE.

Exceeds 10,000 every issue.
Three hundred regular advertisers.
DANIEL T. MAILETT, Publisher.
Broadway and Murray St., New York City.

THE WESTERN CHURCHMAN, Denver, Colo., is one of the best mail order papers in the West. Our Easter number will be a beauty. Circulation 5,000. See Rowell's Directory, page 1186. 6c. a line. 10 per cent discount by year.

THE EVENING POST, Charleston, S. C., will publish want advertisements at one cent a word net; 50 inches display for \$15; 100 inches, \$25; 300 inches, \$60; 500 inches, \$90; 1,000 inches for \$165. Additional charges for position and breaking of column rules.

ABOUT even eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE G. P. ROWELL ADVERTISING AGENCY, 10 Spruce St., New York.

DER HEROLD DES GLAUBENS, of St. Louis, Mo., a Catholic weekly, founded in 1850, proves a circulation exceeding 30,000 copies weekly. Rate, 70 cents per inch on 3 or more insertions. Discounts, 10 per cent on 104 inches; 15 per cent on 200 inches; 20 per cent on 320 inches—a lower rate than is offered by any other religious paper in the United States on guaranteed circulation. Write home office or OTTO KOENIG, Eastern Agent, 737 Park Row Building, N. Y.

ON March 5 I purchased HOME LIFE, an eight-year-old family paper with 25,000 circulation sworn. The paper has been published at Caro, Mich., and hereafter will be issued from Pontiac. It has always paid advertisers. I shall push the circulation to the 100,000 mark before January 1, 1901. I will consider plans for accomplishing this until April 15, and one or more of them will be accepted. Ample appropriation. HARRY COLEMAN, Publisher, Pontiac, Mich.

THE HOME MAGAZINE, OF NEW YORK, is in its thirteenth volume, having been started as the Commercial Travelers' Home Magazine. A year ago the name was changed to the HOME MAGAZINE, and the office removed to New York City. Since then the energies of the MAGAZINE have been devoted more to pushing the circulation than toward building up the advertising patronage, upon the principle that circulation is absolutely essential to give advertisers satisfactory results on their business.

The circulation is now 50,000 copies, actually, of which about 31,700 are regular subscribers and the balance news-stand sales, exchange and advertising copies. A feature about our circulation is that we deal direct with the news trade outside of the American News Co.

Our rate is \$60 per page net, half and quarter pages pro rata, or 40 cents per agate line. We want your business because our circulation will bring you results. We are always ready to give any details to possible customers. Will you try us? THE HOME MAGAZINE, 93-99 Nassau St., N. Y. City.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASS'N, 660 Broadway, N. Y.

JOB PRINTING SPECIALTIES.

WANTED—One (only) newspaper in every town to handle the LEDGERETTE in job printing department. Every sale establishes permanent customer for printed statements. W. R. ADAMS & CO., Detroit, Mich.

ADVERTISING NOVELTIES.

NOVELTY Ad Folders. Write to CHICAGO ENVELOPE CLASP CO., Niles, Mich.

TRICYCLE wagons for merchants, \$40; lettered to suit. ROADSTER SHOPS, Camden, N. J.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

CAPS and hats are being used by many advertisers to advantage. We should be pleased to lay before you samples and prices. BROWN & BIGELOW, Mfrs. of Specialties for Advertisers, St. Paul, Minn.

UP-TO-DATE advertisers use banners on their wagons. Most unique and attractive device ever invented; any style wagon changeable with 6-inch gas plyers. GEO. W. BOSTLETT, patentee, 134 E. Van Buren St., Chicago.

ADVERTISEMENTS CONSTRUCTORS.

J. HOWLAND HARDING, 1545 Broadway, New York.

TRY Miss Woodlee's "Gem" service. 6 Wall Street, New York.

ADS that pull. Sample \$1. CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

100 COMPLETE Shoe Ads, all new, for \$2. G. R. SYFERT, 243 S. High St., Columbus, O.

EDITH R. GERRY, 111 Nassau St., N. Y. Booklets. With pictures or without. Any subject.

SNYDER & JOHNSON, advertising writers and agents, Woman's Temple, Chicago. Write.

LET me into your advertising methods and I'll tell you frankly whether I can be of use to you or not. JED SCARBORO, Brooklyn, N. Y.

THE shortest, surest and safest route to profitable medical journal publicity is through the MEDICAL ADVERTISING BUREAU, 100 William St., New York.

GENIUS is described as the capacity to take infinite pains. If that is true, I have a "genius" for ads. Sample 10 cents. WESLEY J. HOEHLE, Sheboygan, Wis.

\$100 FREE for arrest and conviction any party showing our advertisements and cuts for retailers, making false representations and getting orders for others. ART LEAGUE, New York.

USE small space! If you spend \$10 a week, my monthly service, \$10 a month, will make your space stand right out; brings results for others, ought to for you. GEO. H. HAYWOOD, 9 Amity St., New London, Conn.

I WORK exclusively for those who believe that advertising to be profitable must be peculiar. Peculiar because it talks to communities precisely as to a single individual, peculiar also in its novel design and "make-up." Such people shun "funny" advertising—and so do I. FRANCIS L. MAULE, 403 Sansom Street, Philadelphia. Trade literature of all kinds.

BOOKLETS, ADVERTISEMENTS, CIRCULARS. I am in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of PRINCEPS' INK. No other paper in the world is so much copied. My facilities are unsurpassed for turning out the complete job. If you wish to improve the tone and appearance of your advertising matter it will pay you to consult me. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advt. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 35 cents a line; six words to the line; pearl measure: display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.
PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, MARCH 28, 1900.

WANTED—A funny or humorous story reprinted from a Detroit newspaper. Persons sending in examples are requested to mark with blue pencil the alleged funny portions.

THE article on Sunday papers in this issue is worth reading. The Sunday paper has killed off the old-fashioned weekly and is the poor man's substitute for the magazine, giving four times the matter for less than half the price.

IN the March 8th issue of the *Neosho Valley Times*, published at Council Grove, Kansas, a furniture dealer advertises his wall paper by pasting a sample of it in the center of his ad and a tailor does the same with samples of his cloth. If a candy dealer would do it with specimens of his stock it might increase the circulation of the newspaper among the lady population.

AN advertisement inserted in a newspaper till forbid is subject to discontinuance at the pleasure of the advertiser or of the publisher. If the advertiser alone had the right to say when insertions might be discontinued the publisher might be greatly embarrassed should the time arrive when he not only wished to kill the advertisement but also to discontinue the publication of his paper.

THE newest "PRINTERS' INK baby" hails from Springfield, S. D., and calls itself "The Devil to Pay, a monthly magazine for the South Dakota printer, publisher and advertiser." It is issued on the first of each month at \$1 a year. Of its parent it has the following good words to say:

There is not a newspaper office or store in South Dakota wherein both proprietors and employees could not be benefited by reading the "Little School-Master in the Art of Advertising," commonly called *PRINTERS' INK*. It is a mine of information.

THE Cincinnati *Post*, which by April 1st will eliminate all "nasty medical advertising," calculates that such announcements brought in annually to it \$50,000. When one keeps in mind that this is but a single newspaper and that several hundred newspapers carry the same advertisements, it becomes plain that a wonderfully large amount must be spent for the insertion of such announcements, which probably bring excellent returns, judging from the persistency with which the advertisers insert them.

THE Goodwill Chemical Company of Baltimore, which manufactures and advertises a complexion compound, used the pretty face of Mrs. A. W. Kraus, of New York in its announcements, bespattering one photograph of it with a "before using" or bepimpled aspect and putting next to it another photograph actually resembling Mrs. Kraus, from which the observer was to discern the "after using" idea. Mr. Kraus has asked the company to refrain from utilizing his wife's portrait and as a result in New York papers for March 18th only its outline was printed, inside of which was a notification that this method was temporary, to be discontinued when another face was secured. In the Baltimore *News* of March 14th the manager of Goodwill Company says that since the matter has become public, he has had numerous applications from ladies to use their portraits, especially from those with stage aspirations. "We could get fifty pictures before night if we wanted them," concluded the manager.

It is pretty well understood among advertisers that when they buy space in a newspaper as cheap as the Castoria people get it, they have every reason to rest content.

Of Mr. John Lee Mahin, the well-known advertising agent of Chicago, and in former days a welcome contributor to PRINTERS' INK, the Ottumwa (Ia.) *Courier* of March 8th has this to say:

Mr. Mahin is one of the most successful advertising men in the United States. The publisher of *McClure's Magazine* informed the writer, when in New York in November last, that Mr. Mahin had developed more new advertisers than any other man in the Chicago field, and that the success attained by these advertisers under Mr. Mahin's direction had been simply phenomenal.

Mr. W. Y. C. HUMES, until recently advertising manager of the Pope Manufacturing Company, has entered the field from Hartford as an "advertising contractor," who devotes himself to the advertising of cycles. Mr. Humes is very proud of a scheme he has inaugurated for the Hartford Rubber Works Company. During the year the company will offer five prizes aggregating \$1,000 in cash for best statements as to the merits of the tires or for best racing results accomplished by their use, the only conditions being that the competitor own and ride a bicycle equipped with a pair of them. The advertising, as planned, will be extensive, the prize contest to be made a prominent feature in all announcements, but, at the same time, the opportunity of exploiting the merits of the tire never to be lost sight of. To reach the mass of riders full-page spaces have been contracted for in a number of monthlies and space will also be taken in the leading daily and Sunday papers. A booklet has been prepared which gives a list of all the prizes and conditions. Of the page advertisements of the competition in the March issue of *Munsey's* and *McClure's* Mr. Hume says the results have been astonishing, not only in the number of replies, but in the even manner in which replies have been divided between the two magazines.

"THE Nemesis of publications with an infirm circulation" is the way the *Kansas City Journal*, in its issue of Sunday, March 4th, designates the American Newspaper Directory.

The above definition explains the editorial in a recent issue of the Des Moines (Iowa) *Register*. Whenever the circulation of a paper becomes infirm, the editor of that paper always finds relief in characterizing the American Newspaper Directory as a blackmailing scheme, and it is an interesting fact that the more the editor characterizes the Directory the more infirm his circulation gets. Let the *Register*, once respectable and vigorous, once vigorous and respectable, take warning.

THE leading billposters of the United States have recently formed a new organization, called The Associated Billposters' Protective Association. The protection named includes keeping billposters advised as to business opportunities, of the commercial standing of prospective customers and similar co-operative purposes. The incorporators are leading members of the Associated Billposters' Association. The capital stock of the new Association is \$100,000, and membership is only permitted to representatives of cities of 100,000 or more population. The officers of the Association are: Samuel Pratt, New York, president; Edward A. Stahlbrodt, Rochester, secretary; T. J. Murphy, Brooklyn, treasurer. Three trustees: R. C. Campbell, Chicago; J. O'Melia, Jersey City, and O. J. Gude; and five directors additional, the executive officers belonging to the directorate ex officio. The five directors are: Geo. M. Leonard, Grand Rapids, Mich.; F. A. Fitzgerald, Milwaukee, Wis.; G. W. Rife, Baltimore, Md.; Len D. Owens, San Francisco, and E. C. Donnelly, Boston. There will be a permanent New York office, now being selected. It is proposed that this shall be headquarters for all visiting billposters. This office will be in charge of the local manager of the Association, Frank E. Fitch, formerly superintendent of the billposting department of O. J. Gude & Co.

A POOR ARGUMENT.

Office of
"THE WESTERN CHURCHMAN,"
DENVER, Colo., March 12, 1900.

Editor of PRINTERS' INK:

An advertisement in a church paper is worth more to the advertiser than one in a secular paper, comparative circulation considered, for this reason: There is a pretty good percentage of its readers earnestly interested in its success, and where the publisher is a practical business man and makes urgent requests that they shall patronize its advertisers, the advertising columns are looked over with a greater degree of interest, and such advertising is more in the nature of a personal invitation than ordinary advertising. I know this to be a fact from personal experience. After hard canvassing I secured a three months' contract for two inches from a photographer for the *Western Churchman*. At the expiration of the contract I called to have it renewed. "Yes, sir," he said, "I have had more direct returns which I could trace from that advertisement than any I ever gave. Three ladies this week told me they came because they saw my advertisement in their church paper. I asked the last one why my advertisement in the church paper should especially bring her to my gallery and why she took the trouble to tell me about it. She said they were all interested in having a good paper to represent them; that the editor says one-half of the support of the paper comes from the advertisers and that if we would patronize the advertisers and tell them so there would be no trouble about getting out a good paper. 'That's why I came here and why I tell you,' she concluded."

Now, Mr. Schoolmaster, that may sound provincial and amateurish, but to me it was a solid and substantial fact that a number of direct talks by those interested in the success of their church paper did more to help me get the paper on a substantial basis than any other one thing. Now that the tide has set in towards the church papers, do give them a few words of encouragement. Most of them deserve it, and a good word from the Little Schoolmaster will be of incalculable value to them.

Respectfully, W. W. DEGGE,
Publisher.

What Mr. Degge considers a particularly good argument for the religious paper fails to strike the Little Schoolmaster in that way. From his letter it appears that unless the publisher of such a periodical makes strenuous efforts to induce his readers to patronize his advertisers, the latter will not secure sufficient returns to induce them to renew advertising contracts, a necessity under which the secular publisher never finds himself. Certainly better arguments may be brought forth for religious journals as advertising mediums, reaching, as they do, a class of

the population whose anxiety for prosperity in the world to come is usually coupled with ample ability to secure a goodly share of the luxuries of this sublunary sphere.
—[EDITOR PRINTERS' INK.]

SUMAS MACMANUS, the Irish humorist, in a copyrighted syndicate article on American newspapers, says that "the stranger who makes a study of the advertising literature of the States finds himself forced to the conclusion that success in any branch of business here depends less on the worth of the wares sold than on the wind of the seller."

UNDER the name "All About *Journal* Want Ads," the Minneapolis *Journal* issues a little booklet that satisfies both the eye and the intellect. It starts out by saying that "nowadays, the wise person, when he wants anything—no matter what—whether to buy or sell goods, real estate, diamonds, horses or bicycles, whether to engage help or secure employment, to rent rooms or houses, to find what he has lost or owner for what he has found, has learned to go about it in the simplest, cheapest, quickest, most reasonable way; he picks out the best daily newspaper and advertises in its want columns." After stating that in Minneapolis and the Northwest generally the best want advertising medium is the Minneapolis *Journal*, it devotes two pages to a list of "Journal want headings," one to cost of want ads, one to specimens of them set up, another to them with display, still another to a dissertation on the pretty little displayed six-line announcements that go under "Buyers' Guide," a page to directions to out-of-town patrons, two pages to branch offices where want advertisements may be left and one to the free messenger service of which users of space may avail themselves. In addition there is a page of suggestions, two pages of testimonials from pleased users of the want columns and, to conclude, two whole pages of facts about the *Journal* as a newspaper. The brochure makes an excellent impression.

SUNDAY NEWSPAPERS.

It was the Civil War which gave the first real impetus to Sunday journalism. Anxiety for latest and most authentic news, with as little delay as possible in its transmission, during those troublous years, seemed to necessitate Sunday issues on the part of more important dailies, in whose offices alone were to be found necessary facilities for supplying information in the greatest detail and most comprehensive manner. Once established, the demand for them has never been satisfied and they are now a constant factor of permanent importance, requiring careful consideration.

The comprehensive classification of these papers in the American Newspaper Directory renders their further description an easy task and solves in most cases the somewhat difficult problem of actual circulation. From the last quarterly issue of this work (March, 1900) it is estimated that more than ninety per cent of all Sunday journals are in reality but seventh-day editions of regularly established dailies, the remaining fraction being composed of weeklies like the old *Saturday Evening Gazette* of Boston and *Pennsylvania Grit* of Williamsport, Pa., printed and made ready for circulation on the previous Saturday evening. There are above 350 Sunday papers to each of which is accorded a circulation of more than one thousand, and they have a combined issue of something less than five million copies, nearly one-tenth of the entire newspaper output in North America for a single issue. It is instructive to note that about one-fourth of this circulation is held by comparatively few mediums with a regular issue of more than 75,000 and three-fourths by those rated above 20,000. In the absence of a publisher's report giving detailed statement for an entire year previous, the Directory's highest circulation rating is indicated by the letter "A," which means exceeding an average of 75,000; but it seems probable that most publishers able to show an actual average very much in excess of the letter

A rating have already done so and hence these higher ratings in the Directory may be regarded in most cases as pretty nearly correct. Three dailies only show undisputed evidence of an average Sunday issue during the past year of over 100,000. They are Philadelphia *Inquirer* (163,235), Philadelphia *Record* (146,159) and St. Louis *Post-Dispatch* (112,450). The Boston *Sunday Globe* reported an average of 246,907 in 1897, was rated A in 1898 and again in 1899, with indication that a report received from the paper for the latter year was not such as to admit of exact average figures. In Elgin, Ill., the *Young People's Weekly* appears to be issued on Sunday and reported an average for 1899 of 228,717. It will be pretty generally agreed that the New York *Journal* and *World* would be entitled to a representation, upon a showing of hands, in this list, and that both the *Herald* and *Sun* could probably support a claim to the same distinction, but as explained in a review of New York dailies, neither of the four appears willing to make known its exact issue, and it is more than likely that the distrust thus engendered causes a somewhat general impression that the number of copies they actually print is really less than facts (if obtainable) would show.

In the following analysis by States only the most prominent Sunday papers are referred to. To avoid any repetition reference is here made to Sunday dailies noticed in previous articles relating to daily newspapers in the various States.

In Alabama the Birmingham *Age-Herald* is entitled to first consideration from its accepted actual issue of 6,884 in 1899, while the Mobile *Register* and Montgomery *Advertiser*, both reliable and substantial mediums, with a strong propensity for claiming "more" and a somewhat persistent reputation for withholding definite information, are rated, the former with an estimated issue in excess of 2,250 copies and the latter in excess of 4,000. The *Advertiser* in 1894 showed a smallest issue of 5,700 and the *Register* in

1897 had a daily average of 4,677. There is nothing later in detail from either paper. The Directory reports seem to indicate that the output of *Register* and *Advertiser* combined may not now exceed that of the *Age-Herald*.

In Arizona the *Phoenix Republican* is alone accorded a circulation above 1,000. Its average in 1898 (latest report) was 3,885. In 1899 the estimated issue exceeded 2,250.

In Arkansas the *Little Rock Gazette* reported its smallest issue in 1894 as 7,000, but a failure to furnish later facts, after repeated opportunities for doing so, results in a present estimate of exceeding 2,250. In an advertisement the *Gazette* claims a Sunday issue of exactly 8,000. It is a good paper—the best in Arkansas.

In California the *San Francisco Chronicle* reports an actual average for 1899 of 90,946—a very considerable increase upon its weekday issues. No report from the *Examiner* has been made since 1897, when its average was 101,768. The *Bulletin* reports regularly its daily issue, but furnishes no separate Sunday statement. Its daily average in 1899 was 38,387; for that year the Sunday estimate exceeds 20,000. The *Call* is reticent and has been since 1896. Its present estimated issue exceeds 40,000 and its daily average in 1899 was 55,930. The *Los Angeles Times* on Sunday has a much larger issue than on week days. Its average in 1898 was 33,738, but there was no report for 1899, so it has for that year an estimated rating in excess of 20,000. No other Sunday paper in the State gets credit for a circulation of 20,000.

In Colorado three Sunday papers alone get credit for average issues of 10,000 or more, viz.: *Denver Post*, *Republican* and *Rocky Mountain News*. The *Post* is an evening daily with Sunday morning edition. For 1899 its report, guaranteed by the Directory publishers by a \$100 forfeit, showed an average of 25,583. This presumably covers six days only, as the Sunday is accorded an estimated issue exceeding 20,000. The *Republican* ex-

hibited a daily average of 21,767 three years ago but the estimate for 1899 only exceeds 12,500; the *Rocky Mountain News* reported 28,850 in 1894 and 32,657 in 1899—the largest Sunday issue in Colorado.

Connecticut is not much of a State for Sunday newspapers. There is no late report from any of them, but an estimated issue exceeding 4,000 is given to the *Bridgeport Herald*, *Hartford Globe*, *New Haven Register* and *Union*. The *New Haven Register* appears to lead in circulation; its daily average in 1899 was 11,130 and its estimated Sunday issue in 1898 was over 7,500.

In Wilmington, Delaware, the Sunday morning *Star*, an old-time weekly, shows an average issue for 1899 of 6,781. Wilmington is pretty well supplied with Sunday papers from Philadelphia and Baltimore.

In the District of Columbia the *Times* reports an average of 20,759 in 1899, against 21,204 in 1898. The *Post* appears to have never furnished a circulation report. Its estimated rating has varied from exceeding 20,000 in 1896 to exceeding 17,500 in 1899.

Florida is represented by the Jacksonville *Times-Union* and *Citizen*, a worthy representative, much averse to giving circulation statements. The Directory seems to indicate that it has never furnished one—at least so far back as the record extends, and so there is ground for conclusions that its long continued estimated rating of 2,250 or more is certainly high enough.

In Georgia the Atlanta *Constitution* has no real competitor. No report has been furnished from its office, however, since 1897 when the average was 26,867, but it is probably still entitled to the letter rating given—exceeding 20,000. The Augusta *Herald's* estimated Sunday issue exceeds 4,000.

Idaho has but the Boise City *Statesman*, which has been rated for years with an estimated issue exceeding 1,000.

In Illinois there are but five Sunday papers in English credited with an average issue of 20,000 or more, viz.: Chicago *Tribune*,

Chronicle, Inter-Ocean and *Times-Herald* and Elgin Young *People's Weekly* already referred to. In Chicago the *Tribune* leads from every standpoint and has been for years accorded an estimated rating in excess of 75,000. The remaining three are (in absence of information, not obtainable from publishers) rated alike with the circulation letter B, which means estimated to exceed 40,000. Particular reference should be made, in connection with these papers, to the preceding chapter on Illinois dailies.

Indiana has an able representative in the *Indianapolis Journal*—the only Sunday paper out of eleven named in that State, from the list under consideration, that truthfully reports its actual issues in detail by the year. The average Sunday issue in 1899 was 12,096. It is probable that no other of the eleven reaches one-half of that issue—perhaps not one-third.

Only one paper in Iowa gets credit for a circulation of 5,000 or more. The *Des Moines Leader's* average for 1898 was 18,732, but the absence of a later report may indicate the Directory editor's wisdom in placing its present estimate exceeding 12,500.

In Kansas the *Topeka Capital* from an average of 11,430 in 1897 showed in 1899 an average of 12,434. The *Wichita Eagle* reported 11,435 in 1896 and has since seemed content with an estimated issue—possibly this may be due to the Directory editor's apparent belief that such issue exceeds 12,500 copies.

But one Sunday paper in Kentucky gets credit for an issue of 10,000 or more copies—the *Louisville Courier-Journal*—whose estimated average exceeds 20,000; this, perhaps, comes from a report in 1896 of smallest issue 29,500. The *Dispatch*, from an estimated issue exceeding 12,500 in 1897, is rated exceeding 7,500 in 1899 and the *Commercial* has a similar exhibit.

New Orleans (La.) is, like Chicago, a hard field for information. All the papers there belong to the "won't tell" class. The estimated rating of the *Item* and *States* ex-

ceeds 12,500, that of the *Picayune* and *Times-Democrat* 4,000 each.

The Portland (Me.) *Telegram*, issued by the *Daily Express*, seems entitled to an estimate of exceeding 4,000.

But two Sunday papers in Maryland get credit for an issue of 10,000 or more, viz.: *Baltimore American* and *Sunday Herald*. The former is estimated to exceed 20,000 and the latter 17,500. In 1896 the average of the *Herald* was reported as 40,134. Since then there has been a marked failure to furnish information, which may indicate that even the present estimate is too high, as very likely that of the *American* is too low.

In Massachusetts the *Boston Globe* and *Herald* are each accorded an estimated issue exceeding 75,000, the *Journal* exceeding 40,000 and the *Post* exceeding 20,000. In 1897 the *Sunday Globe's* average issue was 246,907, but there was an apparent intentional failure to report in 1898 and an incomplete report only in 1899. There seems to be an impression that the *Herald*, *Journal* and *Post* are all gaining in circulation. The *Springfield Republican*, among its other excellent qualities, fails never in making accurate detailed reports. Its average for 1899 was 13,601, and the *Worcester Telegram's* average for year 1899 was 20,121—an increase from 13,739 in 1896. The *Telegram*, in every department, seems to have a man with push behind it.

In Michigan the *Detroit Free Press's* actual average for 1899 was 50,363, the largest ever reported. The *Tribune's* actual average for year ending August, 1899, was 40,269 (also the largest). The *Grand Rapids Herald*, failing as usual to make a report in detail, is credited, as in previous years, with an estimated issue exceeding 7,500.

In Minnesota the *Minneapolis Times* reported for year ending with September, 1898, an average of 41,518. If this still holds good (no later report has been received) it is by far the largest Sunday issue in the State, but the Directory editor ranks it at exceeding 20,000 in the March Directory. The *St.*

Paul *Pioneer Press*' Sunday average for 1899 was 28,246. The *Minneapolis Tribune* and *St. Paul Globe* both get credit for estimated issues exceeding 20,000. As both these papers furnish regular reports for their dailies and omit the Sunday it may be deduced that their Sunday editions do not equal the week-day issues in circulation. The *Winona Sonntags Winona's* average in 1899 was 22,629.

Probably Mississippi is best represented by the *Vicksburg Herald*, but that paper would be much better regarded if its publishers established its position from a circulation standpoint. Failure to do so leads one to surmise that the estimated issue, exceeding 2,250, may be too high. It is possible that a statement from the publishers, if they made one, would entitle it to a higher rating.

In Missouri eight Sunday papers get credit for actual average issues of 20,000 or more. The *St. Louis Post-Dispatch* leads off with an average in 1899 of 112,450, then in order *Kansas City Star* 86,608, *St. Louis Globe-Democrat* 86,554 and *Republic* 78,363. The *St. Louis Star* reported an average of 65,319 in 1898, but neglected a statement for following year—perhaps preferring the estimate exceeding 40,000. The *Kansas City Times* and *World* are both believed to print 20,000 or more copies and the *Kansas City Journal* more than 40,000.

The *Anaconda (Mont.) Standard* reported an actual average of 12,353 in 1898. It usually consists of twenty-four pages and it is as good a paper as any in Denver. PRINTERS' INK believes a late report would in this case show an increased issue.

The *Omaha (Neb.) World-Herald* for year ending September, 1899, had an average issue of 26,041. The *Bee* is apparently some distance behind and seems indisposed to furnish information. Its estimated issue, however, is exceeding 20,000.

New Hampshire has no representative in this list.

In New Jersey the *Newark Sunday Call* leads off with an av-

erage issue in 1899 of 20,615. It is a remarkably good paper. *Der Erzaehler*, in German, is next in order, with an average for year ending September, 1899, of 10,456.

In New Mexico the *Albuquerque Journal-Democrat* alone gets credit for an issue of 1,000 copies.

What has been said of New York dailies applies with equal force to their Sunday issues and to that article reference is again made. Keeping this in mind, it appears only necessary in this place to give without comment the Sunday papers which get credit for average issues of 20,000 or more, viz.: estimated to exceed 75,000: *New York Herald, Journal, Sun and World*. Estimated to exceed 40,000: *Buffalo Illustrated Express, New York News*. Estimated to exceed 20,000: *Brooklyn Eagle, Buffalo Courier* (reported 42,223 in 1898), *News and Times, Elmira Telegram, New York Das Morgen Journal, Jewish Abend Post, Jewish News, Jewish Herald, Press, Staats-Zeitung, Times, Tribune, Revue, Rochester Democrat and Chronicle, Syracuse Sunday Herald* (23,369 in 1898).

In North Carolina the *Raleigh News and Observer*, in the absence of any definite information since the Directory's record in 1896, is estimated to exceed 4,000 in circulation.

There is nothing in North Dakota but the *Grand Forks Herald*—a very good paper with a very good circulation—2,643 for the year ending November, 1899.

In Ohio six Sunday papers get credit for issues of 10,000 or more. They are *Cincinnati Enquirer*, estimated to exceed 20,000, *Commercial Tribune*, estimated to exceed 12,500, *Cleveland Leader, Plaindealer and World*, each estimated to exceed 17,500 and *Columbus State Journal*, actual average 17,765. It is a pity the *Cincinnati* papers neglect to furnish reports of circulation unless, as may be inferred, the estimates given are too high. But this seems hardly possible. They sometimes run up to forty pages and compare most favorably with best dailies of other large cities. The *Enquirer* ought to have an issue

at least double that for which it at present gets credit.

Oklahoma is represented by *Guthrie State Capital*, with an estimated issue exceeding 4,000.

Oregon is ably supported by the *Portland Oregonian*. Its average issue for 1899 was 31,334. It is not probable that so good a paper will in the future do anything but advance in both importance and issue.

In Pennsylvania seven Sunday papers get credit for actual average issues of more than 25,000 copies. There can be no mistake about any of them. Actual average figures, based upon publishers' annual statements, are on file in the Directory office to prove their correctness. Here is the list: *Philadelphia Record*, 146,159; *Inquirer*, 163,235; *Sonntagsblatt*, 46,170; *Pittsburg Leader*, 35,886; *Post*, 45,294; *Press*, 32,269; *Williamsport Grit*, 96,323. Perhaps the *Philadelphia Item* might be included were past apparent inaccuracies explained and an up-to-date report furnished with permission allowed for verification.

*Rhode Island's contribution of the Sunday press is most commendable. The *Providence Telegram's* average issue for 1898 is stated to have been 34,807 and the *Journal's* for 1899 was 14,323. The *Telegram* has made no late report and is now rated C. Some assert that its issue is not at present more than 14,000 copies. It may be remarked incidentally that the *Sunday Journal* appears in the bull's eye list (☉).

In South Carolina the *Charleston News* is a remarkably good paper, but the *Columbia State* appears to lead in circulation. Neither gives figures and neither probably much exceeds an issue of 4,000.

In South Dakota the *Deadwood Pioneer-Times* probably exceeds 1,000 and the *Sioux Falls Press*

appears entitled to an equally large issue.

In Tennessee the *Nashville American* is given an average issue of 16,990 in 1898—estimate in 1899 exceeding 12,500, and the *Memphis Commercial-Appeal* is estimated to print somewhat more than 20,000 copies. It has never furnished a statement of Sunday issues. The daily average is about 21,000.

Texas appears to have no Sunday paper of any considerable circulation outside Houston. The *Post* of that city gets credit for an average issue in 1899 of 17,909.

Of course the *Salt Lake City (Utah) Tribune* takes precedence of all other papers in that State. It is credited with an estimated issue of exceeding 12,500, but has never made a statement. The *Salt Lake Herald's* average Sunday issue for 1899 was 6,877.

Vermont goes unrepresented.

In Virginia the *Richmond Dispatch* is rated as exceeding 7,500. The *Times'* actual average for daily, morning, evening and Sunday, was 21,294. There is no means of showing its Sunday issues alone.

In Washington the *Seattle Post-Intelligencer* and *Spokane Spokesman-Review* each receives an estimated rating in excess of 7,500. Indications seem to show that for the latter paper the figures are high enough, but for the former a higher issue might be sustained. The *Tacoma Ledger's* Sunday average in 1899 was 8,573 if the publisher tells the truth.

West Virginia has no Sunday paper of prominence.

The Sunday paper of largest circulation in Wisconsin is the *Milwaukee Sentinel*, with an average in 1899 of 19,850.

There are no Sunday journals of much importance in Canada. The *Toronto World* appears to lead, with an average in 1899 of 7,092.

—♦♦—
The main feature of all truly successful advertising is its ability to outlast the first impression—i. e., to deepen the good it did at first.

—♦♦—
You will always find that the best papers give you more for the money than any other media. It costs more in proportion to produce 500 circulation than to produce 5,000.—*Chicago Apparel Gazette*.

* This mark, familiarly known as the bull's eye (☉), is used in the American Newspaper Directory to indicate that advertisers value the paper so designated more for the class and quality of its circulation than for the mere number of copies printed. From Webster's Dictionary one may learn that among the old alchemists gold was symbolically represented by the sign (☉).

RELIGIOUS WEEKLIES.

There seems to be a pretty generally expressed opinion that the circulation of religious weeklies is on the decline. A careful perusal of the American Newspaper Directory for March, 1900—deemed authority in matters of this kind—fails to substantiate this belief to any considerable extent. In some cases—and among the best weeklies, too—the editions last reported are less than in previous years—in others they are greater. There is a marked tendency among papers of this class to withhold information about actual issues. On the whole it may be concluded that the religious periodical press is holding its own rather better than the ordinary weekly. The large circulation and general dissemination of dailies, coupled with the information therein given upon religious matters, may prove a serious obstacle in the way of religious weeklies' further advancement, and changes which have taken place in such oldtime publications as the *Independent* and *Outlook*—now appearing in magazine form—point to a realization by publishers of a necessity for keeping pace with the times.

Perhaps the *Sunday School Times* of Philadelphia, from a literary standpoint, is the ablest religious weekly in America and there is none other managed with greater ability, yet from an average issue of 173,322 in 1895 it reported 151,625 in 1896, 154,938 in 1897 and 148,103 in 1898. Absence of later figures may indicate a further decrease. The New York *Christian Herald*, however (known as Talmage's paper), has advanced from 177,206 in 1895 to 268,500 in 1900. This paper and *Sabbath Reading* of New York (average 109,040) are the only religious weeklies which now get credit in the Directory for average issues of 100,000 or more. In all there are about 300 religious weeklies to each of which is accorded a circulation of 1,000 and over, with a combined issue of not quite three million copies. In the following review it is not deemed expedient to name all, or even all leading weeklies enumerated in the list of

300, but to point out the one or two which seem to be of most importance in each denomination from a circulation standpoint. Weeklies credited with a circulation of more than 1,000 are alone referred to.

ADVENTISTS.

There are six different bodies of Adventists, with about 90,000 members. The Oakland (Cal.) *Signs of the Times* seems to print more copies than the remaining four weeklies combined. Its average for 1897 was 40,029. Failure to furnish later information appears to indicate a falling off since; the present estimated rating accorded is exceeding 17,500 copies.

ANTI-ROMAN CATHOLICS.

They can hardly be called a distinctive body, but in a general way they oppose the Church of Rome and have two weekly representatives. The Omaha *American* persistently refrains from giving facts, but gets credit for printing something over 2,250 copies.

BAPTISTS.

The thirteen different kinds of Baptists number all told about 4,500,000. The Dallas (Tex.) *Baptist Standard's* average issue for year ending October, 1898, was 17,542. In the absence of later reports its estimate for 1899 is exceeding 12,500. For 1896 the Chicago *Baptist Union* reported 31,318, which seems to have been a high-water mark, as the publisher has failed ever since to deal with actual figures. The present estimate exceeds 12,500. The Augusta (Ga.) *Georgia Baptist's* average in 1899 was 6,275, the Jackson (Miss.) *Baptist's* 6,434 and the Kansas City *Word and Way's* 8,738. The New York *Examiner* should be mentioned with an estimated issue exceeding 7,500, but so far back as the record extends there has been no statement from this paper to the Directory.

CONGREGATIONALISTS.

Congregationalists number over 600,000. PRINTERS' INK recognizes the Chicago *Advance* in the lead, because it tells the exact truth as to its circulation with commendable regularity from year to year. Its average in 1899 was 19,162. The Boston *Congregationalist*, however, asserts that in

1898 there was no issue less than 20,000. Still the *Advance* figures are given in detail, showing the exact number of copies printed each week, thus obviating any probable chance for error, while the *Congregationalist* figures are "lumped" and the Directory indicates an unsatisfactory report in 1899, though coupled with an estimate of 20,000 or more. The Detroit (Mich.) *Plymouth Weekly's* average in 1899 was 4,158.

DISCIPLES OF CHRIST.

This body has over 1,000,000 members. The Cincinnati (Ohio) *Christian Standard* reported for 1898 an average of 32,611 and its estimate for 1899 exceeds 20,000. Perhaps the St. Louis *Christian Evangelist*, with an estimate of over 12,500, should come next. In 1897 it reported an issue of 30,000 but seems inclined to prefer the rating of exceeding 12,500 rather than convey later definite information. Austin (Tex.) *Firm Foundation*, weekly, averaged in 1899, 9,223. Our *Young Folks* of St. Louis has an estimated issue exceeding 12,500.

FREE THOUGHT.

This is rather an anti-religious subdivision. The old Boston *Investigator*, with an estimated issue of over 1,000, was established in 1831, but the New York *Truth Seeker* seems to have some claim for an issue of over 2,250. The readers of papers of this sort are generally "cranks" and fortunately the number of them is never a very large percentage of the community.

FRIENDS.

The four Friendly bodies number about 118,000 and are represented by two weeklies, both in Philadelphia—the *American Friend* with an actual average for year ending October, 1899, of 6,544 and *Friends' Intelligencer*, with an actual average during 1899 of 3,867.

HOLINESS.

There are but two weeklies in this class: the Columbia (S. C.) *Way of Faith* reports an average for 1899 of 10,000 and Boston *Christian Witness* has an estimated issue exceeding 4,000.

JEWS.

The number of Jews termed

"Communicants" in the census reports is 130,496. The *Independent's* tables show 1,043,800 members. The Chicago *Reform Advocate* reported an average of 16,146 in 1897 but has since failed to sustain that rating. Its estimate exceeds 7,500. The Cincinnati *Die Deborah* reports actual average pretty regularly. The last was 9,204 for 1898 but the 1899 estimate exceeds 7,500. The *American Israelite* of Cincinnati from an average of 23,272 in 1897 now appears with an estimated issue exceeding 17,500.

LATTER DAY SAINTS.

They are said to number over 340,000. The Salt Lake City *Deseret News*, semi-weekly, for year ending October, 1899, shows an average issue of 11,786. The daily edition is credited with exceeding 1,000 copies.

LUTHERANS.

There are twenty different bodies of Lutherans with over 1,500,000 members. The Chicago *Die Rundschau*, which had an average issue of over 25,000 in 1895, appears to have withheld information ever since, but is now estimated at over 12,500. The Dayton (O.) *Lutheran Evangelist* for the year ending September, 1898, reported an average of 8,130 and is now estimated to exceed 4,000.

METHODISTS.

In the seventeen bodies nearly six million members are reported. The New York *Christian Advocate* leads from every standpoint and may be safely designated as one of the best of all religious weeklies. For the year ending with October, 1898, its average issue was 45,550 against 40,764 in 1896. Failure to furnish later information may indicate a slight decrease but this paper will probably never want for adequate support. Its present estimate is "B"—exceeding 40,000. The *Epworth Herald* of Chicago has made no report for six years. This seems to indicate a declining issue and the present estimate—exceeding 40,000—a high one. Mention should be made of the Louisville (Ky.) *Pentecostal Herald*, average in 1898, 24,211, estimate now exceeding 17,500; Pittsburg (Pa.)

Christian Advocate, average for 1899, 23,495, and Toronto (Ont.) *Christian Guardian*, 31,870. The Cincinnati *Western Christian Advocate*, the Chicago *Northwestern Christian Advocate* and the St. Louis *Central Christian Advocate*, each accorded a present estimated issue exceeding 12,500, it is thought might by furnishing detailed statements show undisputed claim to nearly double the figures they now receive.

PRESBYTERIANS.

The twelve Presbyterian bodies include over 1,500,000. The Cincinnati (Ohio) *Herald and Presbyter*, which dates back to 1840, showed an actual average issue for 1898 of 23,954 and its estimate now exceeds 17,500. The Pittsburgh *Christian Union Herald* reported 23,278 in 1897, but has since seemed to withhold information. Its present estimate, however, exceeds 17,500. The Philadelphia *Presbyterian's* average for 1898 was 12,000. Its estimated issue in 1899 exceeds 7,500 copies.

PROTESTANT EPISCOPAL CHURCH.

Has over 700,000 communicants. The New York *Churchman* appears to have no considerable opposition and clearly deserves from circulation, ability and business management the prominent position it occupies. It is unfortunate that so good a paper should persistently refuse to make known in the Directory its exact issue. The estimate, however, exceeds 17,500. The *Living Church* of Chicago is thought to be not far behind in number of copies printed, although the Directory fails to authorize such a conclusion. It is more the organ of a particular party and less conservative than the *Churchman*. The Reformed Episcopalians support no weekly.

REFORMED CHURCH.

In its three bodies are over 300,000 members. Perhaps the best known weekly is the old *Christian Intelligencer*, New York, with an estimated issue of 4,000 or more. It has made no circulation report since 1894, when the smallest issue was 7,920.

ROMAN CATHOLIC CHURCH.

Has a membership of about 7,000,000 including baptized children. The New York *Catholic*

News reported for 1898 an average of 66,304 and in 1899, 88,633. The St. Louis *Herold des Glaubens'* average for 1899 was 32,277. The Notre Dame (Ind.) *Ave Maria's* average in 1898 was 22,960 and no later report has been recorded.

SPIRITUALISTS.

They number less than 50,000. The Boston *Banner of Light* seems to the best weekly, with an estimated issue exceeding 4,000.

SWEDENBORGIAN.

Are represented by the Church of the New Jerusalem—less than 10,000 members. The Orange (N. J.) *New Church Messenger*, only weekly, reported in 1898 no issue of less than 2,600. It probably exceeds 2,250 now.

UNITARIANS.

The number is about 75,000. The Boston *Christian Register*, only weekly, reports an average in 1899 of 10,035.

UNITED BRETHREN IN CHRIST.

There are two bodies with about 260,000 members. The Dayton (Ohio) *Religious Telescope* leads undoubtedly. It has made no late detailed report, but its estimated issue exceeds 17,500.

UNITED EVANGELICAL CHURCH.

Has less than 200,000 members. The *Der Friedensbote* of St. Louis leads, with an estimated issue exceeding 12,500. The Harrisburg (Pa.) *Evangelical* reported an average during 1898 of 8,454 and its estimated rating for 1899 exceeds 7,500.

UNIVERSALISTS.

The Universalists number less than 50,000. The Boston *Universalist Leader* has made no report since 1895, when the edition was not less than 7,400. The present estimate exceeds 2,250 and is probably about right.

YOUNG MEN'S CHRISTIAN ASSOCIATION.

These associations, as a rule, are represented by local monthlies. There is no weekly of prominence.

YOUNG PEOPLE'S SOCIETY CHRISTIAN ENDEAVOR.

There are but three weeklies in this order. The Boston *Christian Endeavor World*, from an average of 96,792 in 1895, reported in 1899 an average of 96,154. In Cincinnati the *Lookout's* average for

1898 was 20,211 and its 1899 estimate exceeds 17,500.

UNDENOMINATIONAL.

In this classification appear many of the best and all accorded a circulation of over 100,000, among religious weeklies. Possibly this indicates a breaking down of sectarian boundaries and points to church unity. The New York *Christian Herald* leads off, with an average for 1899 of 268,500. Then follows the New York *Sabbath Reading*, average for year ending March, 1899, 109,040, and then the Philadelphia *Sunday School Times*, given an A rating because of failure to report, but which had in 1898 an average of 148,103. The New York *Outlook's* average for 1899 was 87,057, a very large increase over previous years, indicating that its many superior merits are being well appreciated. The Chicago *Ram's Horn* reported an average of 90,852 in 1899. The Cleveland (Ohio) *Union Gospel News'* average in 1895 was 153,860. There appears to have been no report for 1896, a failure to furnish anything reliable in 1897, an unsatisfactory report in 1898, all resulting in such doubt that the estimate for 1899 is placed at exceeding 40,000.

A WESTERN TALE.

In the programme of a Western theater, where John Drew is presently to play an engagement, there appears the following unique announcement:

JOHN DREW.

"The Tyranny of Tears" is considered novel and interesting in story, admirable in construction, high bred and wholesome; its literature is a source of delight to the cultivated taste. Its theme has been the cause of considerable discussion. Its principal characters are a novelist, his wife, a cynical bachelor, a level-headed typewriter and a retired army officer, who is somewhat of a Lothario. The novelist and his wife are devoted to each other, but the latter loves her husband to the inconvenient extent of wanting him all to herself. She accomplishes her wish in this respect by a ready propensity to tears, until she has swept away his friends, his clubs and the heartiness of his nature. Mr. Drew is assisted by a well-balanced body of players, including Miss Isabel Irving, who is in her third year as his leading lady. We are the leading and oldest dealers in this city for butter, eggs and cheese and constantly carry a fresh stock, besides we have a large stock of good things for a Dutch lunch and we furnish free a menu for the asking. Peter Smith & Sons, opposite Hudson's.

AN INVENTIVE GENIUS.

Publisher Dibble, of the St. Elmo (Ill.) *Banner*, found some experiences precisely similar to those of other publishers. Local advertisers have been obdurate in the face of his solicitations and appeals. But Mr. Dibble has tackled the problem in a manner highly original. He began by making a list of merchants, hotel and restaurant keepers, professional men and others, who are not regularly using his columns. Then he decided about what space each man should have and pay for. Next he prepared a readable advertisement for each person upon whom he had designs. Finally, he put these advertisements in type, and made up an entire five-column page with them, under a heading carrying the device, "The *Banner* Solicits Advertising," in which he made a plain statement of the situation, argued for the effectiveness of advertising in his paper, and asked that both his readers and the persons directly in interest consider the matter, and act accordingly. In the displays readers are asked to "Tell him you saw this in the *Banner*."—*Newspaperdom*.

No man can write good ads for a business unless he studies it.—*Profitable Advertising*.

Concerning New York City

On January 1, 1900, the population of New York was 3,885,886—second only to London—and the assessed valuation of its real property amounted to \$3,476,382,029, or in round numbers, upwards of three and a half billions of dollars—more than any other spot of the same area in the world.

This immense population is increasing at the average rate of 100,000 per annum—all of whom must be accommodated with dwellings, either within the city limits or within less than an hour's transportation from the business centres—and many of whom must be accommodated with offices or stores in which to transact their business as well.

Investments in New York Realty, particularly some of those portions which are yet unimproved, are absolutely safe, because they represent a tangible security, which is not influenced in any way by commercial fluctuations. All titles are guaranteed by Trust Companies as solid as the Bank of England financially.

For these and other reasons, it must be clear to any thinking person that an investment in New York Real Estate is safer and more likely to yield a larger profit than any other proposition before the public to-day—safer by far than any stock, which may become worthless from the effect of one day's panic upon the stock exchange—safer than mining property, which takes years to develop and in the majority of cases never realizes the value of surface indications—safer than "Miller" or other "Syndicates," which offer big premiums for a few weeks and end in bankruptcy for all concerned.

I control parcels of property within the city limits—30 minutes from Herald Square, the centre of New York—which will increase in value with every step in metropolitan development. Parties who have unemployed capital may secure—for sums ranging from \$200.00 upwards—desirable parcels, the titles of which are guaranteed by the Title Guarantee & Trust Company of New York. This opportunity is one that does not often occur, and is being considered by conservative investors.

To those interested in the subject of such investment, I will gladly send maps, illustrations, statistics and descriptive matter, which may be easily verified, either through their own legal adviser or banker, in any portion of the country, or by personal examination of the property itself. Address

F. B. OTIS, 503 Fifth Ave., cor. 42d St., New York

AN INTERESTING INTERVIEW WITH CAMPBELL, THE CHICAGO ADVERTISER OF CHICAGO REALTY, APPEARED IN PRINTERS' INK OF FEB. 21, 1900. THE ADVERTISEMENT ABOVE FROM THE "SATURDAY EVENING POST" (PHILADELPHIA) OF MARCH 3 INDICATES THAT A NEW YORKER IS FOLLOWING IN SIMILAR LINES.

WINDOW DISPLAYS.

Never before in the history of the trade have window dressings and displays had such vogue as during the recent holiday season. From all sections of the country come reports from our correspondents relative to the number and artistic excellence of the "shows" set out by both jobbers and retailers. As a matter of fact, the art of window dressing has only recently been cultivated in many parts of this country, but without doubt its value and importance are now fully recognized. And the more generally the show window is utilized, the deeper will be the conviction of its worth. A cigar dealer nowadays can better afford to lack technical knowledge of tobacco than skill in effectively displaying his goods. The principles of and main reasons for the adoption of this trade-catching method are set down by an old stager as follows: The first step towards making a new customer is to get him into your store; and because it is the first step, it is the most important. As you scan the features of a stranger before asking him to give you a light for your cigar; as you carefully inspect the lobby of an unfamiliar theater before venturing inside, so passersby measure the tone and calibre of your business by a glance at your window display. Those who are gifted with a natural ability to originate and construct in a manner to catch the public eye, need no instruction or advice, unless it be to enjoin them not to underestimate the value of their talent and to urge upon them the advisability of using it to its best advantage. To those who are not so gifted we can only say: Cultivate the art (for thus it

may be termed); stroll about the city; study the windows that catch your eye; analyze and imitate them. Things that you see will suggest others, and before you realize it you will find yourself creating ideas of your own. Avoid confusion, and aim at a centralization of your display. Better impress one thing strongly upon the passerby than a dozen things indifferently. If you think the price of an article an inducement, mark it distinctly; if not, let him learn the figure inside your store. Don't begin operations in your window without first forming in your mind, or, better still, with pencil and paper, the point which you wish to make or the plan and design which you wish to construct. Change the show as often as possible and make the change a decided one.—*Tobacco Leaf.*

IT ENCOURAGES CORRESPONDENCE.

Second-class matter is the greatest encourager of correspondence there is in the world to-day. The advertisements contained in the newspapers and magazines induce people to write orders and send money for articles they advertise. The merchants use the mails to send goods to those who write for them. Any bill that tends to restrict second-class matter must inevitably cut into the revenues of the postal service by reducing the quantity of first-class matter which grows out of the former, and is the most profitable for the Government to handle.—*Fourth Estate.*

ADVERTISING is a lively game of tag where the advertiser does all the chasing and is always "it."

CORPUSCULAR INTEGRITY

Blood corpuscles of fullness, energy and integrity are produced by the administration of

BOVININE

It is the live, lusty, arterial blood of the sturdy bullock, antiseptically prepared by cold process, and sterilized. After short administration observe the increase in the red cells and haemoglobin in the blood—proof positive of the healing, supporting and livening power of BOVININE. Use it in anaemia, consumption, intestinal and gastric irritation, and all impoverished conditions. Send for our scientific treatise on topical and internal administration, and reports of hundreds of clinical cases.

THE BOVININE CO.

75 West Houston St., New York.

LEEMING MILES & CO., MONTREAL. Sole Agents for the Dominion of Canada.

ONE OF A SERIES OF BOVININE ADVERTISEMENTS PREPARED BY H. G. ELLIOTT, THE NEW YORK ADVERTISING AGENT, ADDRESSED TO PHYSICIANS,

BRIGHT SAYINGS.

PRINTERS' INK solicits marked copies of printed advertisements in which "bright sayings," terse and epigrammatic expressions, appear. There are many of them, and some of them are very good.

PERSUASIVE prices.

Prices that thrive on comparison. Your dollars will stretch like rubber here.

The more you buy the more you save.

A PRICE that won't pull hard on your purse.

GOLD-STANDARD values at free-silver prices.

Our second-best would be best elsewhere.

The proof of the fit is in the trying on.

The only true foundation of clothing is wool.

When you see a good ad blame it on Protzman.

SHIRTS to fit the figure and figures to fit the purse.

EVERY handkerchief is pure linen (unless it's silk).

The right thing, at the right time, at the right price.

THIS is a twentieth century business, catering to twentieth century people.

It is easy to get blankets at the same price, but it's not easy to get the same quality.

THEY'RE not cheap goods, we have no cheap goods however low our prices may be.

WHAT is saved constitutes a large part of what is earned in this age of progress.

WE are depending not upon sharp salesmen, but upon the good judgment of buyers.

Our business is merely to bring you and the umbrellas together. Then you'll do the rest.

COME and see. Your eyes will tell a bigger and better story than any advertisement can tell.

THE price itself is not remarkable, but the quality and style at such a price make the value.

LIVES there a man with a purse so full that he can afford to disregard our honest half-price sale?

THESE garments possess that chic and stylishness seen only in the productions of the very best tailors.

ONCE it is settled which of our sizes is your size, how comfortable to walk into a garment when you want it and as you want it.

You may find our prices elsewhere, but not for our qualities. You may find our qualities elsewhere, but not at our prices.

WE've found ourselves 30 to 50 per cent of former prices for having too many big sizes on hand. You may collect the fines.

NINETY-NINE times out of a hundred we sell cheaper than any other store, and the hundredth time our price may be met for mere effect.

No market in Stuart will try harder

to please you. Scrupulous cleanliness in the handling of meat is a commendatory feature of this market. Give it a trial.

GEOMETRY says: "The shortest distance between two given points is a straight line." Common sense teaches that the "straight line" principle in business guarantees economy. The shorter the distance between you and the maker the lower the price.

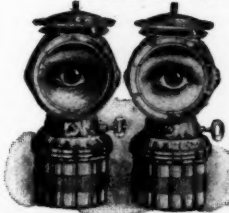
LINGER a moment at the book counter, there you'll find the daintiest bindings at 22 cents, 28 cents, 35 cents. "Mr. Dooley" would like to amuse some one at \$1.25. "The Other Fellow" can be owned for \$1.50. "David Harum" will cure the "bluest fit of blues" for \$1.20.

Do you wear out the hat or the style? Haven't you a lot of derbies at home that you would wear if the shapes were right? Wouldn't you rather have two hats a year and be always in style, than one and be in style only half a year—especially if you can get two good-wearing derbies for almost what you've been paying for one?

OTHER stores tax cash customers for losses sustained by delinquent credit customers. Other stores levy tribute from you to compensate for discounts and commissions granted to a favored few. Other stores pay profits to jobbers and mills that eventually come out of your pocket. Our manufacturing facilities eliminate in-between costs.

THE article you select is a matter for your own taste. The price you decide to pay is a matter for your own judgment. The style you select is a matter for your own fancy. But when it comes to quality of goods, to honesty in manufacture and up-to-dateness in style, that is our lookout, our responsibility, our work, and we do our work thoroughly.

"A BEAUTIFUL PAIR OF LAMPS"



May be slangy, but not when said of

SOLAR LAMPS

They are beauties, and better still they SATISFY. Their success is due to a patented system of generating the Acetylene Gas which can not be used by other lamp makers.

SEND FOR OUR HANDSOME BOOKLET
—"SOLAR SYSTEM"—IT'S WORTH IT

Badger Brass Mfg. Co.

Station A, - KENOSHA, WIS.

RATHER CLEVER.

ASSOCIATION OF AMERICAN ADVERTISERS.

On February 2d the following letter was sent to all publishers of newspapers and magazines in the United States claimed to have a circulation of nine thousand and upwards:

ASSOCIATION OF AMERICAN ADVERTISERS,
NEW YORK, Feb. 2, 1900.

GENTLEMEN—The Association of American Advertisers was permanently organized on December 11, 1899. One of the objects of the Association is that "it shall develop a means of ascertaining accurately the circulation of publications which accept advertising."

At a subsequent meeting the following resolution was adopted: "Resolved, That we do not associate in opposition to publishers, but with a view to serving their best interests as well as our own by equitably establishing the actual circulation of publications and furnishing this information to members of the Association."

I am instructed by the Board of Control to ask if you would be willing to submit your books and records to the inspection of an accredited representative of the Association, at any time that might be selected by the Association during the present year without further notice to you? The examination and classification of papers as regards their circulation would be conducted on a fair and impartial basis; and any statements issued concerning your circulation would be confidential, and given by us to the members of the Association.

We trust that you will find it agreeable to afford the Association every facility for arriving definitely at your circulation, and request the favor of a prompt response. Very truly yours,
ASSOCIATION OF AMERICAN ADVERTISERS,

By A. Cressy Morrison, Sec.

Up to and including the morning mail of February 28th, 367 answers were received, classified as follows:

Unqualified affirmative replies, 315.

Qualified affirmative replies, 29.

Negative or indefinite replies, 23.

UNQUALIFIED AFFIRMATIVE REPLIES OF DAILIES.

The Times-Union.....Albany, N. Y.
Anaconda Standard.....Anaconda, Mont.
Atlanta Journal.....Atlanta, Ga.
Baltimore American.....Baltimore, Md.
The Morning Herald... Baltimore, Md.
The Baltimore News.....Baltimore, Md.
Binghamton Evg. Her'd. Binghamton, N. Y.
Binghamton Republican. Binghamton, N. Y.
The Boston Globe.....Boston, Mass.
The Boston Post.....Boston, Mass.
Bridgeport Even'g Post. Bridgeport, Conn.
The Morning Telegram. Bridgeport, Conn.
The Morning Union... Bridgeport, Conn.
Brockton D'y Enterprise. Brockton, Mass.
Buffalo Evening News.. Buffalo, N. Y.
Burlington Hawk-Eye... Burlington, Iowa.
Burlington Free Press.. Burlington, Vt.
Evening Repository.....Canton, Ohio.
Abendpost.....Chicago, Ill.
Chicago Daily News.....Chicago, Ill.
The Inter-Ocean.....Chicago, Ill.
Chicago Journal.....Chicago, Ill.
Chicago Record.....Chicago, Ill.
The Cincinnati Post.... Cincinnati, Ohio.
The Times-Star.....Cincinnati, Ohio.
Cleveland Plain Dealer.. Cleveland, Ohio.
The Cleveland Press.... Cleveland, Ohio.
Wächter und Anzeiger.. Cleveland, Ohio.

Press Post.....Columbus, Ohio.
Rocky Mountain News.. Denver, Colo.
Daily News.....Des Moines, Iowa.
The Detroit Journal... Detroit, Mich.
The Evening News.....Detroit, Mich.
The Dubuque Telegraph. Dubuque, Iowa.
The Evening Press.....Grand Rapids, Mich.
The Hartford Post.....Hartford, Conn.
The Hartford Times.....Hartford, Conn.
The Indianapolis News. Indianapolis, Ind.
The Indianapolis Press. Indianapolis, Ind.
Evening Journal.....Jersey City, N. J.
D'y Drivers' Telegram. Kansas City, Mo.
Kansas City Journal... Kansas City, Mo.
The Kansas City Star... Kansas City, Mo.
Lewiston Journal.....Lewiston, Me.
The Times-Mirror.....Los Angeles, Cal.
Louisville Courier-J'n'l. Louisville, Ky.
The Louisville Times... Louisville, Ky.
Daily Item.....Lynn, Mass.
The Commercial Appeal. Memphis, Tenn.
Milwaukee Journal... Milwaukee, Wis.
The Minneapolis Journ'l. Minneapolis, Minn.
Minneapolis Tidende... Minneapolis, Minn.
The Minneapolis Times. Minneapolis, Minn.
Minneapolis Tribune... Minneapolis, Minn.
Skordemann.....Minneapolis, Minn.
Nashville Banner.....Nashville, Tenn.
Evening Standard.....New Bedford, Mass.
The Morning Mercury.. New Bedford, Mass.
The Jewish D'y News... New York, N. Y.
Evening Post.....New York, N. Y.
Evening Telegram.....New York, N. Y.
New York Tribune.....New York, N. Y.
The World.....New York, N. Y.
The World-Herald.....Omaha, Neb.
The Evening Times.....Pawtucket, R. I.
The Evening Bulletin.. Philadelphia, Pa.
The Evening Telegraph. Philadelphia, Pa.
The North American... Philadelphia, Pa.
Philadelphia Inquirer... Philadelphia, Pa.
Philadelphia Record... Philadelphia, Pa.
The Commercial Gazette. Pittsburg, Pa.
Pittsb'g Chronicle Teleg. Pittsburg, Pa.
The Pittsburg Post.....Pittsburg, Pa.
The Pittsburg Press.... Pittsburg, Pa.
Daily Republican.....Pottsville, Pa.
Journal and Bulletin... Providence, R. I.
The Richmond Dispatch. Richmond, Va.
Democrat and Chronicle. Rochester, N. Y.
The Post Express.....Rochester, N. Y.
Union and Advertiser... Rochester, N. Y.
The Evening News.....Salem, Mass.
San Francisco Bulletin.. San Francisco, Cal.
The Examiner.....San Francisco, Cal.
The Scranton Times.... Scranton, Pa.
The Daily Journal.....Sioux City, Iowa.
Springfield Republican. Springfield, Mass.
The Springfield Union.. Springfield, Mass.
St. Joseph Daily News.. St. Joseph, Mo.
St. Louis Globe-Democ't. St. Louis, Mo.
St. Louis Post-Dispatch. St. Louis, Mo.
The Republic.....St. Louis, Mo.
The Pioneer Press.....St. Paul, Minn.
The St. Paul Dispatch.. St. Paul, Minn.
The Syracuse Herald... Syracuse, N. Y.
The Toledo Blade.....Toledo, Ohio.
The Topeka Capital.....Topeka, Kan.
Topeka State Journal... Topeka, Kan.
Utica Press.....Utica, N. Y.
The Evening Star.....Washington, D. C.
The Times.....Washington, D. C.
Wilkes-Barre Record... Wilkes-Barre, Pa.
The Sun.....Williamsport, Pa.
The Worcester Post.... Worcester, Mass.
The Worcester Telegram. Worcester, Mass.
Daily Vindicator.....Youngstown, Ohio.

QUALIFIED AFFIRMATIVE REPLIES OF DAILIES.

These publications have stated certain conditions to be complied with before they would be willing to have the Association audit their circulation.

Albany Evening Journal. Albany, N. Y.
The Standard Union.... Brooklyn, N. Y.

The Buffalo Commercial, Buffalo, N. Y.
 The Ohio State Journal, Columbus, Ohio.
 The Denver Times, Denver, Colo.
 Evening Wisconsin, Milwaukee, Wis.
 The New York Times, New York, N. Y.
 Philadelphia Demokrat, Philadelphia, Pa.
 Seattle Post-Inteller, Seattle, Wash.

NEGATIVE OR INDEFINITE REPLIES OF DAILIES.

These publications have either objected to the audit of their circulation by the Association or else have failed to definitely state their views.

Boston Ev'g Transcript, Boston, Mass.
 The B'klyn Daily Times, Brooklyn, N. Y.

EXCERPTS FROM LETTERS FROM DAILIES.

The following excerpts from letters of prominent publishers who replied favorably to the letter of the Association asking if they would be willing to have it audit their circulations, show that the objects of the Association, so far as they affect publishers, are received in a most friendly spirit.

American, Baltimore, Md.: The *American* enters most heartily into the spirit of your Association.

Evening News, Buffalo, N. Y.: We are very greatly pleased to hear that the men who spend their money have at last decided to know what they are getting for the same.

The Repository, Canton, O.: We think you are doing newspapers of circulation a favor, and yourselves but justice, in thus undertaking to know just what you buy when you deal for advertising.

The Inter-Ocean, Chicago, Ill.: The *Inter-Ocean* is a thorough believer in the modern system of investigation of newspaper circulation.

Journal, Chicago, Ill.: We hail, with the utmost satisfaction, the splendid opportunity you offer us to settle for all time any controversy that might arise relating to the circulation of the *Chicago Journal*.

The Record, Chicago, Ill.: We most heartily approve the purposes of your Association as they are indicated in your letter.

Waechter und Anzeiger, Cleveland, O.: We think the Association, organized as it is, is a step in the right direction.

Rocky Mountain News, Denver, Colo.: We are thoroughly in sympathy with the purpose of your Association and shall be glad to do anything in our power to aid you in obtaining such information as you desire.

Daily News, Des Moines, Ia.: We trust that you will use your influence to secure such an investigation here. It is needed badly both by advertisers and honest publishers; and, if the demand for a showing comes from your Association, only frauds of the most glaring character will refuse to be examined.

The Evening Press, Grand Rapids, Mich.: The purposes of the Association meet our hearty approval.

Journal, Kansas City, Mo.: We believe that every advertiser is entitled to know the exact circulation of the paper in which he advertises.

The Times Mirror, Los Angeles, Cal.: We believe nothing can be more beneficial to papers having the circulation which they claim than a movement such as you propose.

The Commercial-Appeal, Memphis,

Tenn.: We believe that you have gotten on the right track, and we believe it is going to be the best thing in the world for honest newspaper publishers that you have decided to go to the bottom of the circulation question.

Times, Minneapolis, Minn.: We welcome the advent of an Association of this kind and trust that it is going to be an Association that will intelligently and vigorously, without variation from a firm policy and without favoritism, prosecute a constant inquiry regarding the exact paid circulation of the daily press.

Banner, Nashville, Tenn.: This is certainly a move in the right direction. The *Evening Post*, New York, N. Y.: We shall be pleased to co-operate with your Association in the manner referred to at any time.

The World, New York, N. Y.: We should be glad at any and all times to show our circulation figures to any properly accredited representative of the Association of American Advertisers.

The World-Herald, Omaha, Neb.: The *World-Herald* cordially indorses the effort to get at the circulation of newspapers.

Inquirer, Philadelphia, Pa.: The object of your Association is a good one.

Daily Republican, Pottsville, Pa.: We think that advertisers should know exactly what they are paying for.

Bulletin, San Francisco, Cal.: We heartily indorse your Association and hope to be favored with a call from your representative in the near future.

The Examiner, San Francisco, Cal.: We welcome most heartily the proposition that advertisers shall examine circulation, and we extend a welcome to any representative of your organization to examine our books and accounts at any time.

Times, Scranton, Pa.: We are in hearty sympathy with the purposes of your organization, more especially with your expressed determination to get at the bottom facts relating to newspaper circulation.

The Daily Journal, Sioux City, Ia.: We are in hearty sympathy with your Association, and think that it will result to the advantage of all honest publishers.

Republican, Springfield, Mass.: We shall be pleased to have an accredited representative of your Association examine our circulation books and records at any time.

Union, Springfield, Mass.: The *Union* is heartily in sympathy with this movement and will be only too glad to extend to you the courtesy asked.

Daily News, St. Joseph, Mo.: We believe it is the inherent right of every advertiser to know exactly what circulation he is buying and in the past have always been willing to accord them every means at our disposal of finding out our exact circulation.

Post-Dispatch, St. Louis, Mo.: We heartily indorse every move of this kind.

State Journal, Topeka, Kan.: We think your Association is an excellent one, and if the committees do their part carefully and well your work will be of great justice and service to all newspapers which make an honest circulation statement.

Press, Utica, N. Y.: We are heartily in favor of Associations of your character.

The Evening Star, Washington, D.

C.: We are deeply interested in the successful carrying out of your plans.

Record, Wilkes-Barre, Pa.: We believe that the buyer of space in a newspaper is entitled to know the quantity he is getting just as if he were buying groceries or dry goods.

Post, Worcester, Mass.: We are pleased to note that the general advertisers of this country have interested themselves in this matter as they are, without doubt, the largest users of advertising space and should know where they are investing their money and what returns they are getting for it.

ANTI-DEPARTMENT LAW.

The anti-department store law of Missouri has been declared unconstitutional by the Missouri Supreme Court. The principal point considered by the court was that of class legislation. It was decided that to pick out a certain line of merchants in three towns of the State and compel them to pay taxes in addition to those paid by other merchants would be class legislation. Another point was that the law was indefinite and incomplete, since it did not provide how much should be taxed. It was left to the discretion of a commission, appointed by the Governor, to decide what amount, between the limits of \$300 and \$500 should be paid for each extra department above a certain limit. Some of the stores banded together and agreed to contest the law to determine whether or not it was constitutional. To hasten this matter a case from St. Joseph, Mo., was pushed as rapidly as possible. The anti-department store law was enacted by the last general assembly of Missouri, and took effect September 13, 1899. The intention of its framers was to tax the large department stores so heavily that they would be forced to reduce their lines very materially. The law applied only to cities of over 50,000 inhabitants and to merchants in these cities who had more than fifteen employees. The act classified goods into about seventy classes, and these classes were combined into groups. Every merchant of the class mentioned was compelled to take out a separate license for each group or class, and this license was to be not less than \$300 or more than \$500 for each group. The case just decided was that of John C. Wyatt vs. the auditor, treasurer and comptroller for the city of St. Joseph,

Mo., to compel them to issue the relator a license to conduct a department store in St. Joseph without the payment of license tax imposed by the State department store law, enacted by the last Legislature.—*Dry Goods Reporter*.

LEGAL ADS.

One of the most notable legal advertisements is that of an Ohio lawyer who makes a specialty of collecting debts. His office stationery bears an immense red splotch, done in ink of the most sanguinary hue, and upon it, in white letters, are the words, "Claims Collected in Cold Blood." Another advertisement, equally terrifying, if less original, has been issued, upon a small card, by a lawyer in Texas. The business done in that State relates largely to cows, and cows are the object of a large part of the litigation which clogs the State courts. The advertisement in question is directed to cow owners and those who desire to become possessors of cows, through the process of the law. It comprises two pictures, "this" and "that," upon which the public is expected to look. "This" picture represents the cow—a typical Texas beast, possessing lacteal possibilities of a most generous character. The plaintiff in a supposititious lawsuit has seized the cow by the horns, while the defendant clings resolutely to its tail. The title of this picture is "Lawsuit Begun." In the second picture the struggle has resulted in the animal being torn in four pieces. The plaintiff has obtained two horns only, the defendant has retained the tail, while the main part of the cow remains between two lawyers, who are depicted in the act of directing streams of the milk supply into two large froth filled pails.—*N. Y. Herald*.

THE most expensive form of retrenchment for a business man is a discontinuance of his ad.—*Babylon (L. I.) South Side Signal*.

No man would engage a cigar-stand Indian or clothing house dummy to greet his customers as they came to his store. No more should you greet them with meaningless nothings when you meet them through the medium of the local paper. When Judge Smith or farmer Jones reads your advertisement, he ought to feel in it the same hearty ring as sounds your "Good Morning" when you occasionally meet them.—*Pacific Coast Advertising*.

By the way I still
Keep my system up to
the mark with regular
doses of R. I. P. A. N. S.

THE ABOVE IS A FAC-SIMILE OF THE WRITING OF A UNITED STATES SENATOR. IT EXPRESSES A FACT, WHEN EVERY UNITED STATES SENATOR IS AS FAMILIAR WITH THE VIRTUES OF RIFANS TABULES, NOT ONE WILL REFRAIN FROM WRITING PRAISES.

THE LITTLE COUNTRY PAPER.

It's just a little paper—it isn't up to date;
It hasn't any supplement or colored fashion plate.
It comes out every Friday, unless the forms are pried;
The outside is home-printed, with boiler-plate inside.

It hasn't any cable direct from old Bombay,
But it says that "Colonel Braggins is in our midst to-day."
It doesn't seem to worry about affairs of state,
But it tells that "Joseph Hawkins has painted his front gate."

It never mentions Kruger or Joseph Chamberlain,
But says that "Thompson's grocery has a new window pane,"
And that "the Mission Workers will give a festival,
And there'll be a temperance lecture in William Hooper's hall."

It tells about the measles that Jimmy Hankins had,
And says that Israel Johnson "has become a happy dad."
It says that "cider-making is shortly to commence,"
And cites the fact that Ira Todd is building a new fence.

It mentions Dewey's coming in one brief paragraph,
And say that "Charlie Trimble has sold a yearling calf."
And everything that happens within that little town,
The man who runs the paper has plainly jotted down.

Some people make fun of it, but, honestly, I like
To learn that "work is booming upon the Jintown pike."
It's just a little paper—it hasn't much to say—
But as long as it is printed I hope it comes my way.
—Baltimore American.

Don't buy more space than you need, but don't buy too little either. Better buy too much than too little. Better put an eight-dollar ad in a ten-dollar space than to put a ten-dollar ad in an eight-dollar space. One way you are out only two dollars; the other way you are out eight dollars.—Bates.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$25 a line. No display other than 2 line initial letter. Must be handed in one week in advance.

CONNECTICUT.

LOOK out for the advertising agent who seeks to put some other paper on your list in place of the DAY, New London, to cover its field. There's a nigger about somewhere.

MAINE.

FIFTY FIVE years old—1899 biggest advertising year yet—record of THE COURIER GAZETTE, Rockland, Me., twice-a-week. We want your ad if we haven't it already. No other paper can put it before so many readers in our corner of Maine.

ILLINOIS.

CONKEY'S HOME JOURNAL is just right for advertising articles that interest people in the smaller towns. Subscribers belong to American Musical Association, and own pianos and organs; 150,000 copies for April. Circulation growing; 60c. flat rate. Write for sample copy and particulars. W. B. CONKEY COMPANY, Chicago, Ill.

SOUTH CAROLINA.

THE EVENING POST, Charleston, S. C., is the only afternoon paper published in 100 miles of its office. It is the official advertising journal of Charleston, S. C.

CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK, published weekly by Geo. P. Rowell & Co., was the first of the now numerous class of journals devoted to advertising. It likes to call itself The Little Schoolmaster in the Art of Advertising. Since its establishment in 1888 it has had nearly two hundred imitators.

PRINTERS' INK aims to teach good advertising by publishing good advertising methods, giving examples of good and bad advertising and telling why. It also considers the value of newspapers as advertising mediums. Its columns are wide open for the discussion of any topic interesting to advertisers. Every advertising man who is known at all has contributed to its columns. PRINTERS' INK's way of teaching is by exciting thought and discussion, expressing occasionally an opinion in favor of one plan and opposing another, but making no effort to be consistent, advocating to-day to-day's opinions and abandoning yesterday's theories to the dead past. Average circulation during 1898, 23,171. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. Address PRINTERS' INK, 10 Spruce St., N. Y.

RELIGIOUS.

BAPTIST.

THE GEORGIA BAPTIST, Augusta, Ga., is read by more than 5,000 progressive negro preachers and teachers in Georgia, South Carolina, Alabama and Florida. Circ'n for 1899, 6,275 weekly.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

ADVERTISING SPACES



THE "BEST" COIN CARRIER

is a COIN CARRIER and ADVERTISING CIRCULAR combined.

It is Light, Simple, Strong and Cheaper than any other Coin Carrier. No Gummed Paper. Can be used repeatedly without injury. It is a wonderful collector of small amounts, and has so many unique advantages that any man in any line of business can use it. Write for free sample, full particulars and prices.

BEST MANUFACTURING COMPANY.
106 Lombard Building, Indianapolis, Indiana.

The Parisian

The Only Publication in America which makes a permanent feature of exploiting and illustrating everything pertaining to

THE PARIS EXPOSITION

UNDER THE AUSPICES OF
THE PARIS EXPOSITION COMMISSION

On all news-stands. Price 15 cents. Published at 853 Carnegie Hall, New York.

The Pawtucket (R.I.) Evening Tribune

goes into the homes of the wage-earners of the Blackstone Valley (a hive of industry with 100,000 population and 60 varied lines of manufacturing), who carefully scan its advertising columns, because they buy the closest.

The only Democratic daily in its territory, The Tribune is steadily growing in circulation, prestige, influence and popularity. The leading local and general advertisers are constantly represented in its columns. Write for rates.

THE TRIBUNE PUBLISHING CO., . . Pawtucket, R. I.

J. W. BUCKMASTER, Advertising Manager.

The San Jose Herald

"**T**HE SAN JOSE HERALD is peculiar. It is unique. It does not permit the advertisers to run it nor the subscribers to dictate to it. The Editor and Manager runs the paper to suit himself. He writes just what he pleases and publishes it, taking all chances of being arrested for libel. If he lies about the circulation and it can be proven, he will give \$500 in Gold Coin to the party who will furnish the evidence. Advertising and subscription books are on the counter ready for examination and the proprietor of the HERALD will pay the expenses of competent experts to examine the books, the experts to be chosen by the advertisers; provided the subscription list is not found to be more than is claimed in any statement given from this office. THE HERALD is quoted more by the press of the Pacific Coast than any ten papers published in California. We will forfeit \$50 in Gold if this statement can not be proven true."

For Advertising rates, etc., address

CHAS. M. SHORTRIDGE,

EDITOR AND MANAGER,

San Jose, California.

Special Agent, C. E. GOODRICH, 34 Park Row, New York.

Representative, D. M. FOLTZ

The Evening Journal

OF JERSEY CITY, N. J.

GOES into over Thirteen Thousand Families in Jersey City, and is a guest in over eighty per cent of the English-speaking households in the city.

AVERAGE DAILY CIRCULATION IN 1899:

14,486

The Practical Dairyman

with over **20,000** circulation among the creameries, factories, dairymen and farmers of Indiana, Ohio, Michigan, Illinois, Wisconsin, Iowa, Minnesota and Canada, offers advertisers the best facilities for reaching these classes, which are composed of ready and liberal buyers. The publication is the leading dairy paper of the country and is steadily gaining in popularity. Circulation guaranteed. Rates low. Sample will be sent free on application.

E. CHUBB FULLER, Publisher, INDIANAPOLIS, IND.

BOOKLETS ADVERTISEMENTS CIRCULARS



I am in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of **PRINTERS' INK**. My facilities are unsurpassed for turning out complete jobs. If you wish to improve both the tone and appearance of your advertising matter it will pay you to consult me. Send your name on a small postal card for a copy of my large postal card.

**WM. JOHNSTON, Mgr. Printers' Ink Press,
10 Spruce St., New York.**

The Field was There

but nobody appreciated it until the new management came along for the **TRENTON TIMES** and made a local newspaper of it. Trenton is a city of 75,000 people, is the State capital and the seat of great industries and great institutions, yet it only has one penny daily and one afternoon paper and that is the **TIMES**. The **TIMES** is a thoroughly local paper, prints all the local news every day, and its circulation is pretty nearly twice that of any other Trenton paper. Its advertising rates are still low, relics of other times when things were not as they are now. Pretty soon they will be advanced. Write now.

TRENTON TIMES, Trenton, N. J.

Latest Information

CONCERNING NEWSPAPER CIRCULATIONS.

INVALUABLE for advertisers. **AMERICAN NEWSPAPER DIRECTORY**. Published March 1, 1900. 32d year; 1st quarterly issue; 1424 pages. Price five dollars. Delivered, carriage paid, on receipt of price. **GEO. P. ROWELL & CO.**, Publishers, No. 10 Spruce Street, New York.

50,000 GERMANS

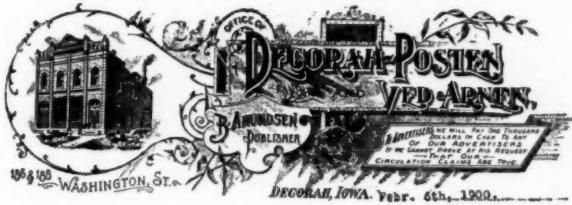
read the daily **TOLEDO EXPRESS**
and 75,000 others the **Weekly**.

Have you anything to sell that
they need? Experience of many
proves that you can reach them
in no other way so quickly and
cheaply as through the
DAILY and WEEKLY EXPRESS.

W. E. SCOTT,

150 NASSAU ST., N. Y.

EASTERN ADVERTISING MANAGER.



Dict. F. H. A. Steno. O. R.
 Association of American Advertisers,
 1829 Park Row Building,
 New York City.

Gentlemen:-

We have your esteemed favor of the 2nd inst. and are very glad to hear that the larger advertisers intend taking up the matter of guaranteed circulation. Replying to your inquiry I will say, that we shall be pleased to allow your representative to examine our circulation books and records. We will give you every possible assistance in the matter and will not ask you to treat same in a confidential manner.

The Posten is one of the few Norwegian papers, which never has claimed more than it could prove.

For a number of years past we have backed up our claim with an offer of \$1,000.00, if we can not prove their correctness. We have also offered \$100.00 to any one who could prevail upon any other Norwegian paper to claim as large a circulation and make the same guarantee.

Hoping that the association will prove everything that you expect, and awaiting your representative, we are,

Very sincerely yours,

Enclosure.

B. ARUNDSEN, Pbl.
[Signature]

Circulation, sworn to,

March 1, 1900,

37,730

Face to Face

**WITH THE
BUYING
PUBLIC**

That's Why Street Car

Advertising Pays

WE control all advertising in Street Cars in the leading cities—that's where you want your ad to appear. Our thirteen branch offices in different cities place us in position to handle Street Car Advertising to better advantage than all competitors combined.

=====
GEO. KISSAM & CO.,

**253 BROADWAY,
NEW YORK.**

25 CENTS



The Coming Trust

BY
L.L. HOPKINS.

Increase
your
circulation
by using
a good
premium.
The best
premium
is a copy of

**"The
Coming
Trust."**



HIS book has made a decided "hit," especially in rural communities. It fills the gap between the present and the ideal future which has been left blank by such stories as "Looking Backward."

Without calling to his aid any impossible political or social revolution, or miraculous discovery or invention, the author reaches by successive steps of practical business evolution a state of industrial perfection entirely free from the vagaries of most idealistic social literature. The fact that farmers organize the business company that eventually develops into an all-embracing series of mutual corporations makes the book a particularly valuable premium for papers circulating among the rural population.

We should be pleased to correspond with interested publishers with a view to supplying this book in connection with their circulation department.

A sample copy will be sent to any publisher on receipt of **Fifteen Cents**, stamps or currency.

ADVANCE PUBLISHING CO.,

253 Broadway,

New York City.

KANSAS IN 1900

as the most promising field in the Union for the judicious advertiser. The people are enjoying a period of unexampled prosperity, and have the money to buy what the advertiser offers them.

THE TOPEKA CAPITAL

Is the direct road to the best homes in Kansas. It reaches every city and county in the State, and in circulation, character and confidence of the people has no rival.

AVERAGE CIRCULATION FOR 1899.

Daily Edition, 11,484

Semi-Weekly, 16,540

Sunday Edition, 12,434.

POSTOFFICE FIGURES—Showing Newspaper Postage Paid in Topeka During the Year 1899. THE CAPITAL pays 52½ Per Cent of the Whole or \$537.89 More Than All the Other 45 Papers Together.

THE CAPITAL, \$5,182.91

1. State Journal.....
2. State Journal, weekly.....
3. Democrat, daily.....
4. Kansas Farmer, weekly.....
5. The Advocate, weekly.....
6. The Mail and Breeze, weekly.....
7. Fulcrum, weekly.....
8. The Kansas Telegraph, weekly.....
9. Merchants' Journal.....
10. State Ledger, weekly.....
11. Medical Journal, weekly.....
12. Western Odd Fellow, weekly.....
13. The Plaindealer, weekly.....
14. Western School Journal, monthly.....
15. Kansas Worker, monthly.....
16. High School World, monthly.....
17. Kansas F. A. & I. Union, monthly.....
18. Saving Health, monthly.....
19. Poultry Breeder, monthly.....
20. Baptist Visitor, monthly.....
21. Poultry West, monthly.....
22. Kansas Children's Home Finder, monthly.....
23. Protector, monthly.....
24. Ancient Order of Pyramids, monthly.....
25. Western Veteran, monthly.....
26. Forsamlingen Budbarare, monthly.....
27. Kansas State Notes, monthly.....
28. Gleanings, quarterly.....
29. Volksblatt, weekly.....
30. The New Woman, monthly.....
31. The Washburn Review, weekly.....
32. Western Pigeon Review, weekly.....
33. Barks and Cackles, weekly.....
34. Kansas Messenger, weekly.....
35. Kimball Family News.....
36. Spirit of Kansas, weekly.....
37. Colored Citizen, weekly.....
38. Christian Blade, monthly.....
39. Shorthand for Everybody, monthly.....
40. Topeka Monitor, quarterly.....
41. True Democrat, weekly.....
42. Kansas State Sunday School Journal, monthly.....
43. Kansas Issue, monthly.....
44. Kansas Churchman, monthly.....
45. Western Barber, monthly.....

\$4,645.02

THE CAPITAL, in excess of all the other 45 papers combined \$537.89

S. C. BECKWITH SPECIAL AGENCY, *

SOLE AGENTS FOREIGN ADVERTISING,

469 The Rockery, Chicago.

47, 48, 49 and 59 Tribune Bldg., New York.

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

It is a good thing for a newspaper to take liberal and frequent doses of its own medicine by appealing to possible advertisers through its own advertising columns. It is worth a great deal just as an indication of the publisher's confidence in the value of his space and, when well done, it not only helps to pave the way for the solicitor, but recalls and reinforces his arguments to possible advertisers with whom he has not succeeded in closing.

Keeping Everlastingly at It

is what pays in advertising, as in everything else in this life. It stands to reason that the advertiser who talks to the people every day in the year will talk more effectively than the advertiser who talks only every other day, and the advertiser who talks every other day will talk more effectively than the one who talks only once a week. Seeing a man's ad in the newspaper is like meeting a man on the street; the first time you scarcely notice him, the second you pay more attention to him, the third you notice the style of his clothes and his general appearance, until after awhile you find yourself speaking to him, and pretty soon you are friends. It's just so with an ad. The public soon becomes familiar with the name and the store of the man who advertises; it becomes acquainted with the goods he sells, and if he backs up his advertising with good values and square treatment everybody is the friend of the store. The advertisement for a store like Emery-Bird-Thayer, for instance, is as eagerly sought and read every day as is the telegraphic or local news. Advertising is store news, and, as all people are buyers, all people are interested in knowing what a good firm has to offer daily that it would be to their advantage to buy. Emery-Bird-Thayer are advertising more extensively in the ——— than in any other Kansas City newspaper, because ——— advertising pays. It will pay you.

Five Plausible Reasons

Why the Merchants of
— Should Advertise
in the Daily and Sun-
day SENTINEL.

First Reason—The SENTINEL has the largest circulation of any morning paper printed in the State.

Second Reason—The SENTINEL reaches the masses as well as the classes, going directly into the homes and not deriving its circulation from street sales and gift papers.

Third Reason—The SENTINEL is the leading Democratic paper of the State of ———. It is the party organ. The rank and file of the party are its friends and supporters.

Fourth Reason—The SENTINEL is ably reported and edited. It prints the latest Associated Press reports and contains all the news at all times.

Fifth Reason — The Sunday SENTINEL is the largest and by far the best newspaper printed in ———. Its advertising rates are very reasonable. "The proof of the pudding is in the eating of it." A word to the wise. We can benefit you and in return be benefited by our benefaction.

A competent adwriter will be sent to your place of business to write your ads or offer suggestions upon request.

For Everybody's Reading.

Little want ads in the **GLOBE** are great business bringers.

They are printed on the day that people read most.

If you want to

Kent a flat,
Or hire a man,
Or sell a dog,
Or swap a horse,
Or get a job,
Or buy a farm,
Or engage board,
Or go into business,
Or enter into matrimony,

Or advertise your business, better try one of these little hustlers—30 words for 10 cents.

ALL DRUGGISTS TAKE THEM.

*Bicycle Reasoning.***Bicycle Talk No. 8.**

This is a great year for ———. Never since we have known them have they been so popular. This great popularity isn't a matter of chance or luck; it is just simply the natural result of merit—of true worthiness. The ——— people are in business to stay, and are looking ahead. They know that greater ultimate profits will come from building the best wheel it is possible to build, and selling it at a fair price, than from using cheap materials and labor, in order to realize a greater profit per wheel. They follow out this policy very carefully. No better wheel than their best can be bought with money, nor will a like price buy better than their several lower-priced models. "———" stands for bicycle safety and satisfaction, for modern methods and for full and fair money's worth. Every rational bicycle requirement is covered by the several models, which are named here with their prices:

This One for a Safe Deposit Vault Was Bitten Off at the Middle.

A safe in a private house is worse than useless. It isn't burglar-proof, of course, and the gentry know it is there—it is a part of their business to know such things. It is unpleasant to think that one's house is watched so.

For Spring Overcoats.**Up-to-dateness**

In a Spring overcoat the width of a seam, the size of a button or the location of a pocket may sometimes determine the up-to-dateness of the garment. We give the closest attention to all the little kinks of fashion.

A Good Real Estate Ad.**You're Never Glad To See Your Landlord.**

Nobody ever is. Rent day always comes too quickly. Why not get along without him? Buy one of those splendid homes on Amber Street, below Tioga, in northeastern Philadelphia, one square east of Frankford avenue. The cost is only \$1,800—payable \$200 down and \$15 monthly. The houses are not of last season's building, but are in excellent condition and modern in every particular. Write for illustrated booklet. Take Frankford car on Third Street. From Broad Street station, forty trains a day to Frankford Junction. Houses open daily, Sundays and evenings.

*No Waste of Words in This One.***Amber Beads For Croupy Children**

No matter how severe attacks the child is subject to, wearing the beads always prevents a recurrence of the trouble. Good on grown people too. Popular price, 75 cents.

*For a Confection.***Temptations.
For The
"Sweet Tooth."**

Our candy man is constantly scheming among the bubbling pots of sugar to devise new candy dainties. No need to do with the same old sweets if you watch the candy counters at ———. To-day these: Maple Coconut Gems—fresh grated San Blas cocoanuts boiled with pure Vermont maple sugar and covered with a fine, crisp, pulled candy, flavored with molasses or vanilla. The usual confectioner would rightly say forty cents. These are 20 cents a pound. Chocolate-covered Marshmallows, also at 20 cents a pound.

*Appeals to Parents' Pride.***Clothing for Boys**

Clothes for the boy. What mother is there that does not wish her boy to look the very best that her means can make him? American parents take a wonderful pride in their children, and American clothing makers are constantly alert to conjure new attractiveness to please them. A smart gathering of the new styles for spring is here. Every fabric is absolutely all wool. Every suit is skillfully shaped, substantially sewed, and most stylishly finished. Clothing that the boy will be proud to wear. Clothing that the mother will be proud to see on her boy. Clothing that has good looks to start with—and the good looks so fortified by careful workmanship that they will last through the months of wear. These hints of particular sorts:

*This Is Good***Young Codfish.**

At the fish department you'll find ten-pound bundles of young codfish at 50c. a bundle.

These codfish were caught at just the time they should be caught; when the meat is firm and white, tender and juicy; when the flavor is perfectly delicious and appetizing. That's the kind of cod we're talking about.

For a Shoe Dealer.

Keep Off the Earth

during this wet weather as much as possible—that is, keep as much shoe leather between the soles of your feet and Mother Earth as you can conveniently carry.

It's wisest in the beginning and cheapest in the end to provide yourself with shoes having good solid soles—cold-proof and water-proof, if possible.

We are selling exceptionally good shoes of just this sort for men and for women; children, too. Well built, with broad, heavy soles and with stout uppers. The women's styles most as mannish in appearance, but not so clumsy or heavy as the men's shoes.

Men's, \$1.50 to \$3.50.

Ladies', \$1.50 to \$4.00.

Boys', \$1.25 to \$2.00.

Girls', \$1.00 to \$2.00.

A Headline That Will Catch the Anxious Mother's Eye.

CROUP.

A few minutes' delay in treating some cases of croup, even the length of time it takes to go for a doctor, often proves dangerous. The safer way is to keep some good, reliable croup medicine constantly in the house. We have been rather cautious in recommending medicines to our customers. However, we do not hesitate in advising C—'s Croup Cure as a medicine that you can depend on. You should not be without it, 25c.

Seasonable.

Hang It Up! Wall Paper!

Or let us do it for you—we are in the business. We guarantee our wall paper to fit, every time!

It fits not only the wall, but the room (we do not put a dining room paper in a sitting room), and it fits your pocketbook.

We have every kind of paper at every price.

☞ You are invited to come and inspect whether you buy or not.

Summerish Enough.

White Lawn Dressing Sacques

Little prices for prettier garments are rare. The lawn in all of them is of an excellent quality. Some are trimmed with embroidery; others effectively set off with lace and ribbons. Former prices and present:

\$2.75 to \$3.25 qualities now \$1.50
\$4 and \$5 qualities now \$2.50
\$8.50 qualities now \$4

Brief and to the Point.

Our Delicatessen Department is growing more popular every day. This week's specials are: Deviled Clams, 4c. each, 45c. doz. Minced Clam Pies, 10c. each. Crab Cutlets, 9c. each, \$1 dozen. English Bloaters, 7c. e., 4 for 25c.

Be the First to Tell of New Things.

New Neckwear at Leland's.

Spring tendencies reflected in our handsome collection of the very newest from looms that originate.

Quantity, quality, tones and designs of the first class.

At fifty cents we show new twills and baratheas.

New groupings or placing of figures, units or bars on backgrounds rich and in shades not common.

Imperials, puffs, squares, tecks, wide-end strings, bows, in all the latest forms at

Seasonable and Reasonable.

Coughing Yet?

It certainly is unwise to let a cough run on, for frequent coughing naturally increases the irritation in the bronchial passages. If your cough has become somewhat serious by this time, and you are wondering what to take, suppose you try Simon's Wild Cherry Balsam. It has relieved others and will relieve you. We don't say that it will cure a cough in one night, but 3 days' use will cure a long standing hoarseness, croup or bronchial cough. It doesn't dry up a cough but cures by cutting phlegm. We recommend it in all throat troubles. The price is 25 cents a bottle.

No Beating About the Bush Here.

How About Your Door and Window Screens?

If you are building a new house, you'll certainly want it screened. That is one of our specialties. If we get the contract you have the satisfaction of knowing that we are always to be found if anything goes wrong; besides, all things considered, we'll likely give you a better job than you can possibly get from out-of-town parties. The main point is to get your order in now. The Screens will not be put up till you want them. Already there is a big lot of orders on the books, and in 30 days there will be a rush. No trouble to furnish estimates. Let us know your desires and we'll comply with them. By the way, we repair old Screens, and the work is done right.

Ought to have Described the Goods and Stated Whether Suits were for Men or Women.

It will be ended when the lights go out.

Lynch's public benefit suit sale ends to-morrow with the closing of the store. Come to-day, come to-morrow, there is quantity, there is style, there is worth in every one of them. There is that turn to the collar, there is that wear resisting button hole, there is that shrunken interlining, there is that something when you put them on, they fit, they hang so unlike the conventional suits because they are Lynch's. Because there are none better. Until the lights go out Saturday, \$10.

Gives Particulars and Prices.

Your Bicycle Enameled.

If it needs re-enameled, bring it to us and we will do it in first-class shape, with three coats of the best enamel, which will make your wheel as good as new. If you bring frame and form, we will enamel it complete for \$2.00. If you bring entire wheel, we will take it apart, enamel it, and set it up for only \$3. All work guaranteed to be the very best.

Easy to Believe.

Women's Wrappers, \$1 each.

Just calico wrappers, but an excellent quality and in pretty patterns. Neatly made and trimmed, too—some with braid, others with embroidery. Five styles in this lot. Not one that would not be considered a good value at a quarter more—many that are fair \$1.50 values. About 600, fresh from the factory, ready this morning at \$1 each.

An Excellent Introduction for Good Values.

The Promptings of Prudence.

Prudence should prompt you to read our store news, especially at this season. If there's virtue in economy, then our advertising columns plainly point the way by which that virtue can be put into immediate practice. Selling good merchandise at reasonable prices is honest trading. It is the kind of trading that has won and is winning fresh patronage to this store right along. Below we quote you a few specials for to-morrow and during the week.

Good Side Line for a Newsdealer.

"To Have And To Hold."

Eight copies of this new novel and liberal quantities of all the new novels for 2 cents a day in our circulating library.

For a Bicycle Repair Shop.

Bring in that Broken Bike

and let us put it in shape for another season's service.

Don't wait till you want to use it before you get it repaired, because just about that time our shop will be so full of work that it will be sticking out of the windows, and you won't be willing to wait.

The man in charge of our repair shop is there because he understands his business, and the shop is equipped with everything he needs in order to do the work just exactly right.

If your Automobile or Locomobile tire gives out, trot it right in here and we'll fix it for you.

Prices? Well, they'll be just what they ought to be for the kind of work we do, and you'll be satisfied.

Gets Right Down to Business at the Start.

Trousers from Leland's

FIT—even if his tailor has to remake them for you. They are guaranteed to wear well and never to rip.

Quality is remembered long after price is forgotten, but in Dutchess pants the two—quality and low price—are linked.

Leland's put more \$4 and \$5 ones into the \$3 pile just to make good Saturday's assault on the popular three-dollar kopje.

Among the many, many patterns he has narrow-stripe worsteds of medium weight, and priced from \$2.50 to \$5, that can be worn the year round with comfort.

Buy your pants at Leland's, 241-243 Main Street, and get your money's worth or your money back.

\$1 to \$5 by easy jumps.

More Stores Should Cater to Pits and Tell About It.

If You Are the Owner of a Dog

you can doubtless use some of our Dog Biscuits and Puppy Cakes.

A complete line of Dog Remedies for the diseases of the dog.

Traveling Bags.

For Little Trips.

A club bag or a suit case is just what you need for a three or four days' trip! The best can be obtained here at a low price.

Genuine Alligator Club Bags.
Olive or Russet Suit Cases.
Made right, look right, prices right

Counsels Moderation.

Wines and Liquors.

If you drink alcoholic beverages, drink only the best and purest, and drink moderately. The wines and liquors carried by us are all of a very high standard, and the prices the lowest charged by any dealer in reputable goods. For to-morrow we offer these special quotations:

A Good Real Estate Ad.

Ask Hart

about a new eight-room modern house, choice location, very convenient, not far from city hall and stores, built for a private party, but unanticipated circumstances have induced the owner to put it on the market. Located on the trolley line makes it very desirable and attractive. It is a model pleasant home, medium price and on easy terms. It must be seen to be appreciated.

Real Estate Loans

Give Your Money A Chance.

It takes money to make money, they say. Are the dollars you pay out each month for rent making anything for you? No, of course not. Then why not stop paying rent? By our plan you can buy a home and pay for it by paying the "rent" to us. We simply loan you the money and you pay it back in monthly installments. Easy, safe, sure plan.

A Few Prices Would Have Helped This Very Much.

Straw Mattings From China and Japan

You can't compare our Mattings with those you'll see elsewhere. There are Mattings and Mattings, but the Mattings you'll see here are all made expressly to our order and carefully inspected before shipment. So much for goodness; the patterns are different, that's our aim; the prices are fixed at one small profit over the landing cost; here, again your interests are served.

If Prices Are Low Enough To Make People Come Again, Why Not Quote Them?

It's the Same With Whiskies

as with everything else. The biggest stock means the best variety, the widest range of qualities, and consequently the very best buying for the purchaser. Ours is the largest line in D—, and the prices will make you come again. See what we carry in blended: Imperial Cabinet, Rose Valley, Monongahela, Fellman's Ferndale. Very Old: Mt. Vernon, Dougherty. Others: Murphy & Barbor, McBrayer and all straight whiskies.

Makes a Good Point.

A Word About Prescriptions.

We are compounding more and more each week. Many people have found that here they can always get just what the prescription calls for, just at the time we promise, and that the price is reasonable. All druggists use pure drugs, but we go further, and use pure drugs of the best quality. Even the very cheapest drugs may be the purest of their kind—we don't use that kind. Try us.

Goes Into Details.

Compare Our \$4.50 Banjos

with those sold by other dealers at \$6 and decide for yourself. Here is what your four-fifty will buy of us: Rodger calfskin head, 11-in. nickel-plated rim. 24 nickel brackets, 19-in. cherry neck, raised frets, the best of strings and all the new improvements.

Diamond Talk.

A News Item.

"7,500 Diamond miners are idle at Kimberley, South Africa, owing to the war. Everything at a standstill."

Everything at a standstill but the price of Diamonds. They are busy, in some quarters.

We promise you that ours will remain stationary while our stock lasts.

There is no surer investment.

There's Strength In Brevity.

Bath Brushes.

Get them here—soft or hard—with or without handle. All bristle straight or curved handle and for dry or wet friction; 50c upward.

Three Factors

in determining newspapers
for advertising are their

CLASS OF READERS
NUMBER OF READERS
PRICE OF ADS.

The Buffalo Review

reaches intelligent readers to
the extent of 10,500 copies
each morning. Its high-
class circulation makes its
rates attractive to advertisers.

COMPLETE,
ENTERPRISING,
BRAINY.

Eastern Agency,
W. E. SCOTT,
150 Nassau St., New York.

THE BUFFALO REVIEW COMPANY,
BUFFALO, N. Y.

About Six in the United States

"At a liberal estimate there are about six daily newspapers in the United States having a sufficient regard for their readers to enable them to refuse the filthy, obscene and disgusting 'lost manhood' advertisements of quack specialists. Detroit is honored by having one of these papers, and its name is THE JOURNAL. This city has at least its full share of advertising quacks and the business of frightening indiscreet rustic youth into a mental state closely approximating a case of jim-jams appears to be a highly profitable one—we judge so, at least by the amount of advertising space used by these people. 'Women in trouble' ads are also conspicuously absent from the columns of this paper, and it must have been a source of considerable gratification to the management to reflect, when a poor girl died a few months ago as a result of having visited a woman who advertised as a physician and who is now under sentence for the crime she committed, that this girl did not read in THE JOURNAL the advertisement that brought her to her death."

— *The New Idea, published by
Frederick Searns & Co.*

Detroit Journal

**readers are never offended and
disgusted. :: :: :: :: :: ::**

**Advertisers' Announcements
are never in vile company.**

PERRY LUKENS, JR.,
Tribune Building, New York.

THE SIZE OF THE CARDS

on the Brooklyn "L"
gives you an opportunity
to do some :: :: ::

EFFECTIVE ADVERTISING

***Single Size is 16 x 24 inches
Double Size is 16 x 48 inches
displayed in concave racks.***

Mail inquiries answered and personal interviews arranged for if you're interested.

J

GEO. KISSAM & CO.,

253 BROADWAY, N. Y.

Written by Will J. Gray, Sherbrooke, Canada.

